



2020

Looking back.

LIFE  
**UTAH**  
ELEVATED



# Ski+ 2020-21

Campaign Update



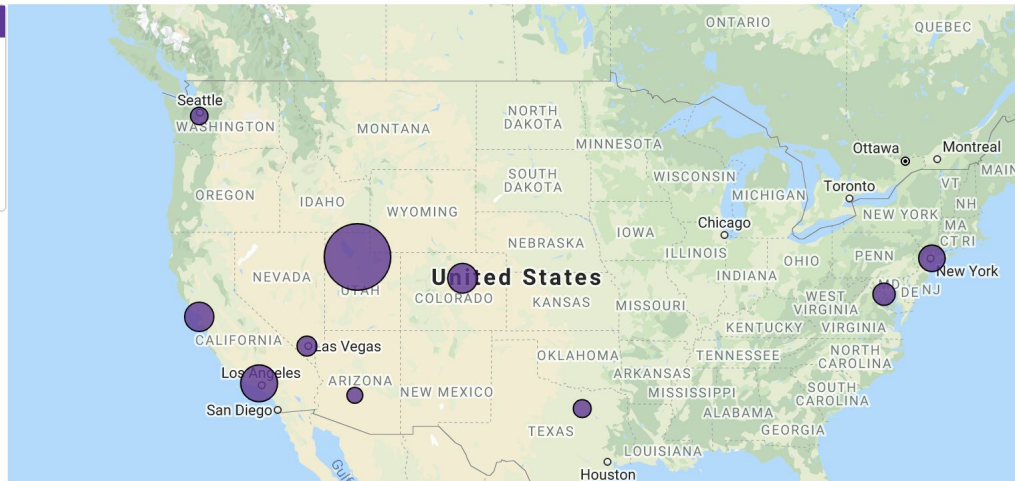
LIFE  
**UTAH**  
ELEVATED

# Digital Summary

- The Ski+ campaign generated over 763k post impressions, for a total PIR of .60%.
  - This is an additional 214k pageviews to VisitUtah and partner websites compared to last year.
- There were 628k hotel searches amounting to a total observed hotel revenue of \$9.1M. This is a 33% increase from our last board meeting and a 17% increase compared to last year.
  - Estimated Hotel Revenue: \$126M
  - ADR \$146.56
- Our CTV campaign generated more than 295k pageviews and an arrival lift of 120%.

## Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	20.8
2	Los Angeles, CA, US	7.6
3	Denver, CO, US	5.4
4	San Francisco Bay Area..., CA, US	5.3
5	New York, NY, US	4.5
6	Washington, DC, US	3.5
7	Las Vegas, NV, US	3.0
8	Dallas-ft Worth, TX, US	2.6
9	Seattle-tacoma, WA, US	2.5
10	Phoenix, AZ, US	2.2



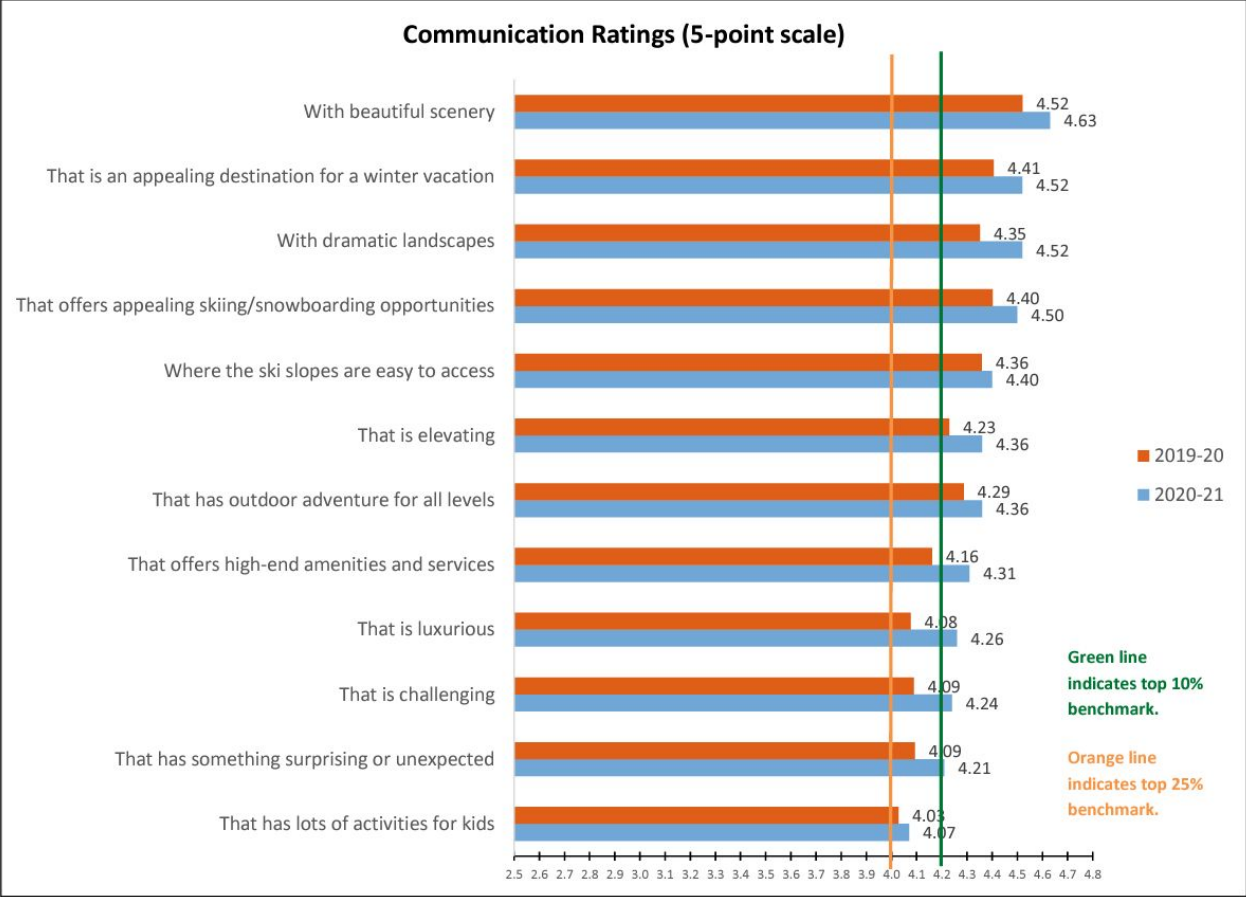


## SMARI Advertising Research: Ski+ Highlights

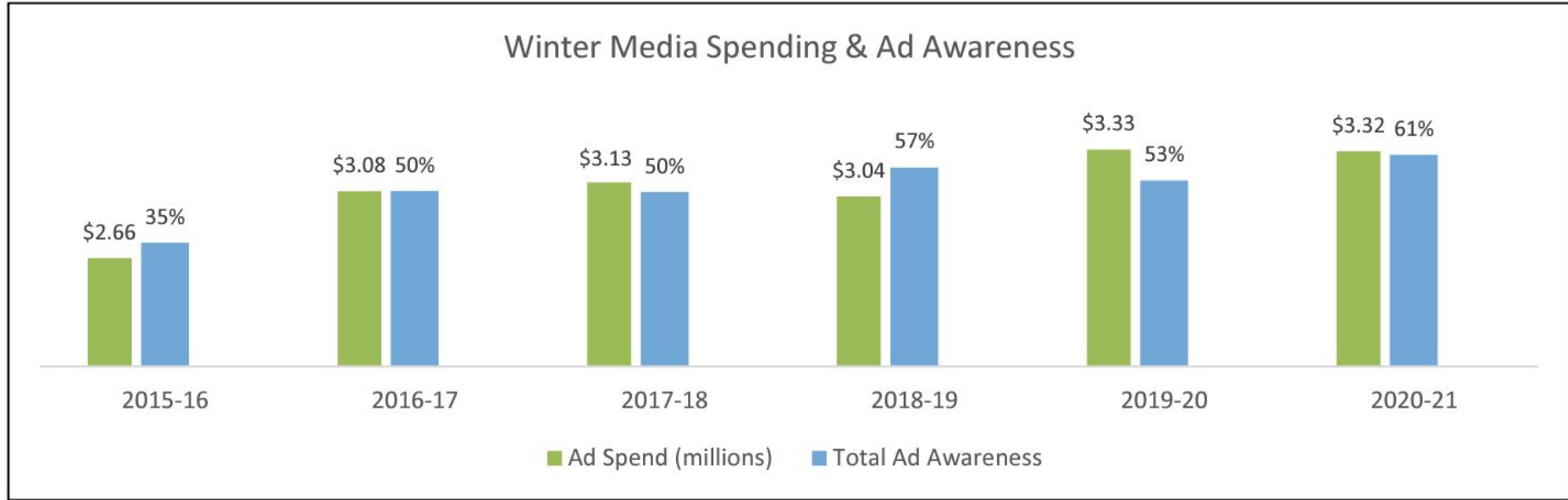
- **Ad rating improvements** over prior year - Mountain Time continues to excel at communicating key messages and generating interest
- Consumer media habits continue to evolve: **live broadcast TV was surpassed by streaming video** for the greatest share of media consumption ("digital heavy" media consumers now account for 74% of the target population - up from 61% a year ago)
- **Ad awareness grew to 61%** over prior year's 53% - attributed to stronger creative, and effective targeting
- **Ad aware households grew to 6.8M.** This is up from 2.3M in the prior year.
- **Media buy efficiency improved to \$0.49 per ad-aware household** (1.47 per HH in 2019-2020)
- **Likelihood to travel to Utah** for a snow leisure trip is **higher for those who are ad-aware**



# Communication Ratings - WOW!



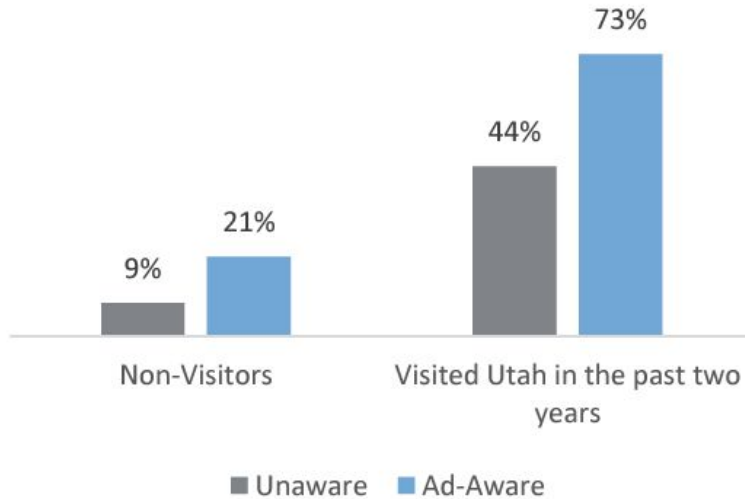
# Advertising Awareness: Grew to 61%; Reached 6.8M Target Households



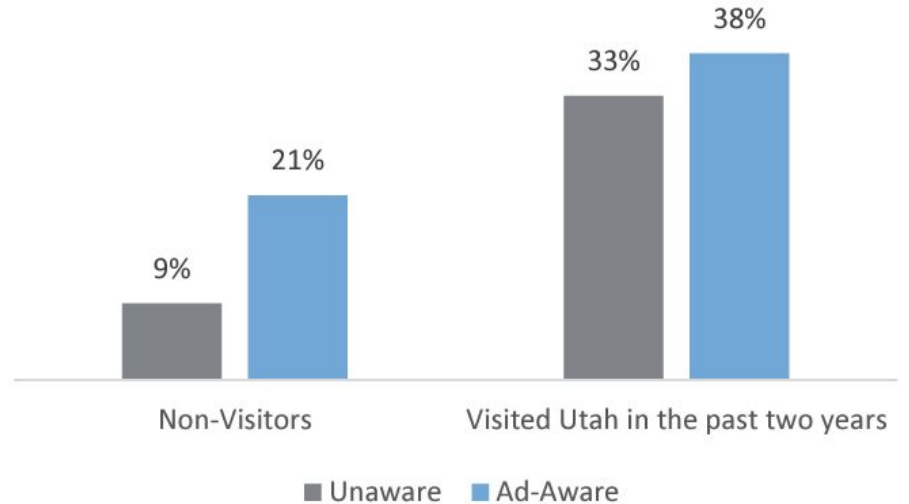


# Ad Impact: On Travel Indicators

Recently gathered information  
about Utah snow leisure travel



Likely to take a snow leisure trip to Utah  
in the next year



# Spot Market Linear TV



12/7/20 - 3/21/21

## KGO (ABC) San Francisco

- 125% delivery on agreement
- 14,537,000 A25-54 IMPs
- +\$54,694 value

## 4x Custom Vignettes Executed

- ★ Cedar City Brian Head
- ★ Visit Salt Lake
- ★ Visit Ogden
- ★ Visit Park City

## KABC (ABC) Los Angeles

- 102% delivery on agreement
- 26,654,000 A25-54 IMPs
- +\$5,423 value

## 10-weeks Custom Ski Report Executed

## 4x Interview Segments Executed

- 2/13 Localish LA - Brian Head Resort
- 2/21 6PM News - Visit Ogden
- 2/28 6PM News - Visit Park City
- 3/14 Localish LA - VSL, Little Cottonwood

Location Attribution Study to be delivered by 5/10/21



# National High Index Linear TV

12/7/20 - 2/14/21

Strategic Targeting: A25-64 AND HHI \$100K+ AND are snowboarders/skiers (data source: Experian)

Activation ran across 9 Networks: MLB, NBC Sports, Tennis Channel, The Golf Channel, Fox Business News, CNBC, Comedy Central, Bravo & ESPN

108% delivery on agreement

25,629,957 A25-54 IMPs

+\$22,138 value

## Deterministic Website Impact Analysis

Creative	Response	Media Value	Cost per Response	Audience Impressions	CPM	Run Count	% of Response	Response/IMPs
SKI ANOTHER - :15	3,628	\$30,918.92	\$8.52	3,322,336	\$9.31	114,961	25%	0.11%
SKI UNCHANGED - :15	2,692	\$30,918.92	\$11.49	3,457,348	\$8.94	98,076	19%	0.08%
SKI MORE - :15	3,068	\$52,324.32	\$17.05	5,833,421	\$8.97	101,026	21%	0.05%
SKI UNCHANGED - :30	1,717	\$42,810.81	\$24.93	4,367,518	\$9.80	50,283	12%	0.04%
SKI MORE - :30	1,773	\$42,810.81	\$24.15	4,577,703	\$9.35	48,193	12%	0.04%
SKI ANOTHER - :30	1,447	\$38,054.05	\$26.30	4,071,631	\$9.35	41,442	10%	0.04%
<b>(Total)</b>	<b>14,326</b>	<b>\$237,837.84</b>	<b>\$16.60</b>	<b>25,629,957</b>	<b>\$9.28</b>	<b>453,981</b>	<b>100%</b>	<b>0.06%</b>

# National Digital OOH

11/23/20 - 2/14/21

*National targeting to A25-54 who Ski/Snowboard, layered with digital custom audiences*

## Targeted Venues

- Outdoor - Billboards, Bus Shelters, Urban Panels
- Retail - Convenience Stores, Gas Stations, Grocery, Wellness
- Transit - Taxi/Rideshare Top, Taxi/Rideshare TV

101% delivery on agreement

15,200,1957 A25-54 IMPs

+\$3,246 value

*Data integration with Arrivalist Measurement still to be delivered.*





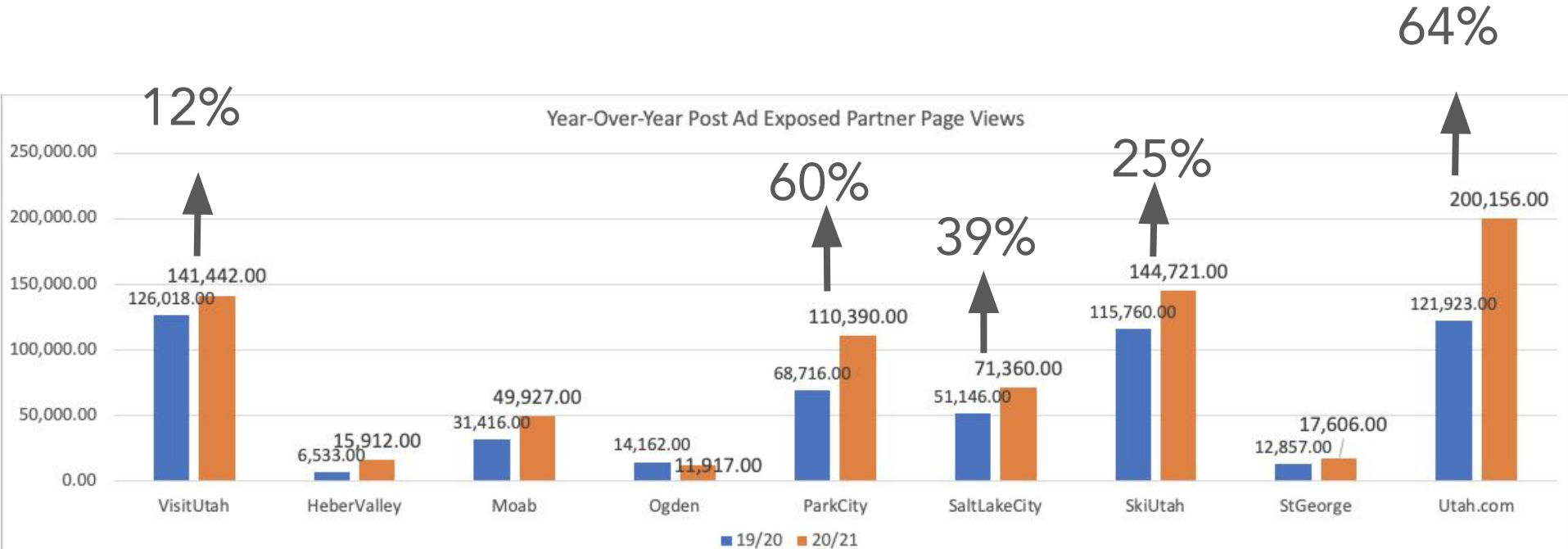
# Economic Impact: TripAdvisor

- Ad Exposed ADR of \$188 was 6% stronger than non-ad exposed ADR of \$173.

Advertiser Name	User Market	International User Country	Device	Start Date	End Date	Data Through:
Utah US	(All)	United States	(All)	11/1/2020	3/21/2021	3/29/2021
Total Economic Impact						
Total Economic Impact	Domestic Economic Impact	International Economic Impact	Hotel Revenue Impact	Attractions Revenue Impact		
\$35,718,043	\$35,718,043		\$7,731,516	\$343,298		
Ad Exposed Total Economic Impact	Ad Exposed Domestic Economic Impact	Ad Exposed International Economic Impact	Ad Exposed Hotel Revenue Impact	Ad Exposed Attractions Revenue Impact		
\$12,119,076	\$12,119,076		\$2,643,989	\$150,987		
% Ad Exposed Total Economic Impact	% Ad Exposed Domestic Economic Impact	% Ad Exposed International Economic Impact	% Ad Exposed Hotel Revenue Impact	% Ad Exposed Attraction Revenue Impact		
34%	34%		5%	10%		

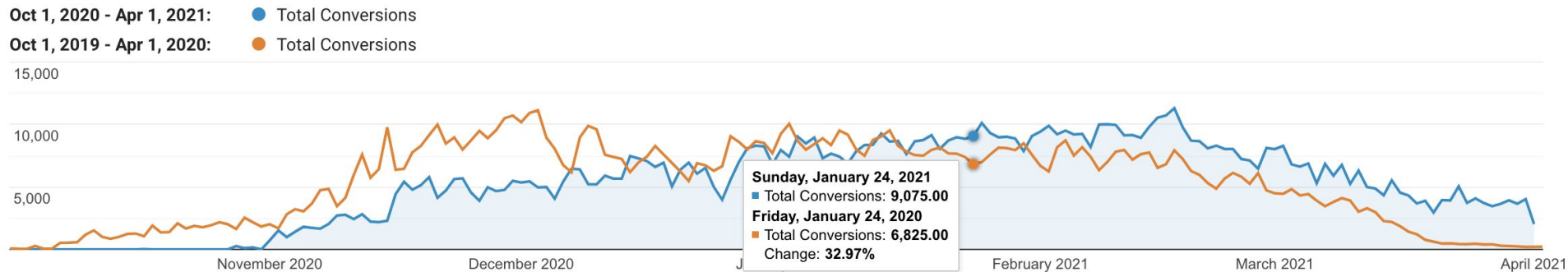
# Year-Over-Year Growth: Ad Exposed Page Views

- We monitored an average increase of 39% across key DMO partners in this years campaign compared to last year.



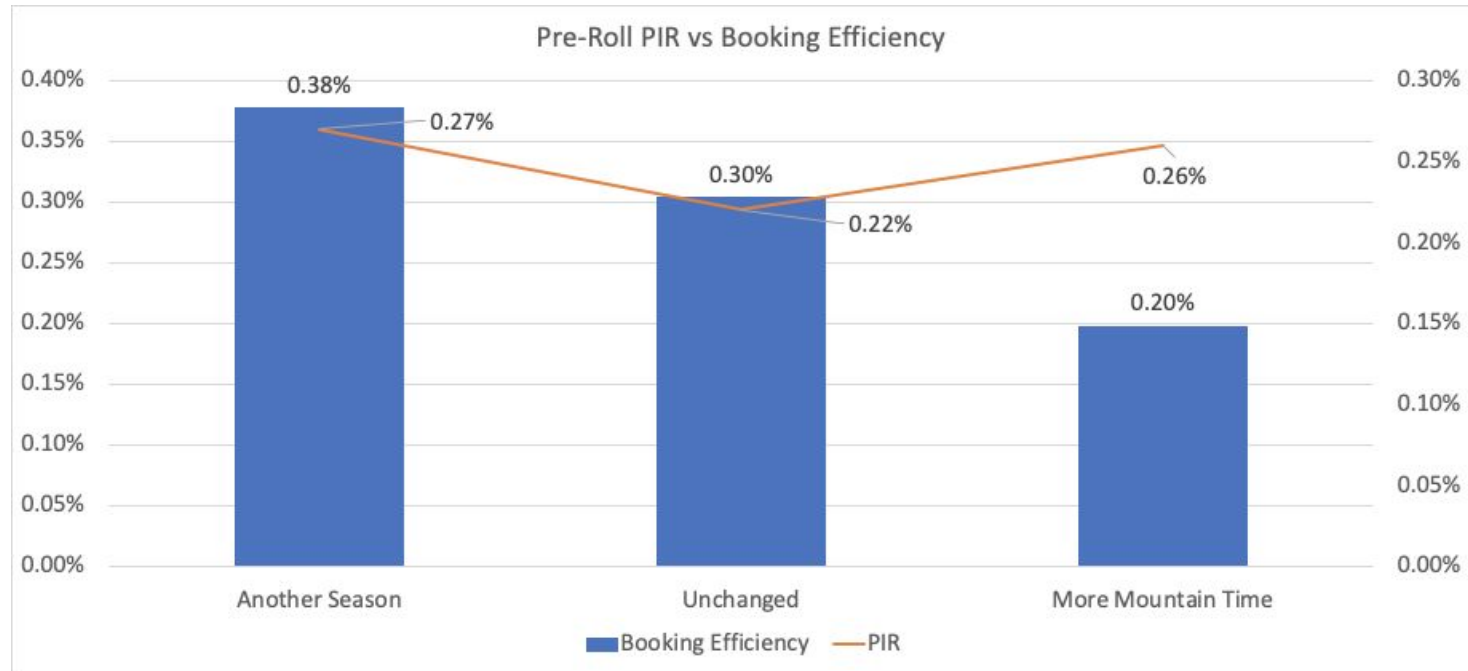


# Year-Over-Year Growth: Ad Exposed Page Views



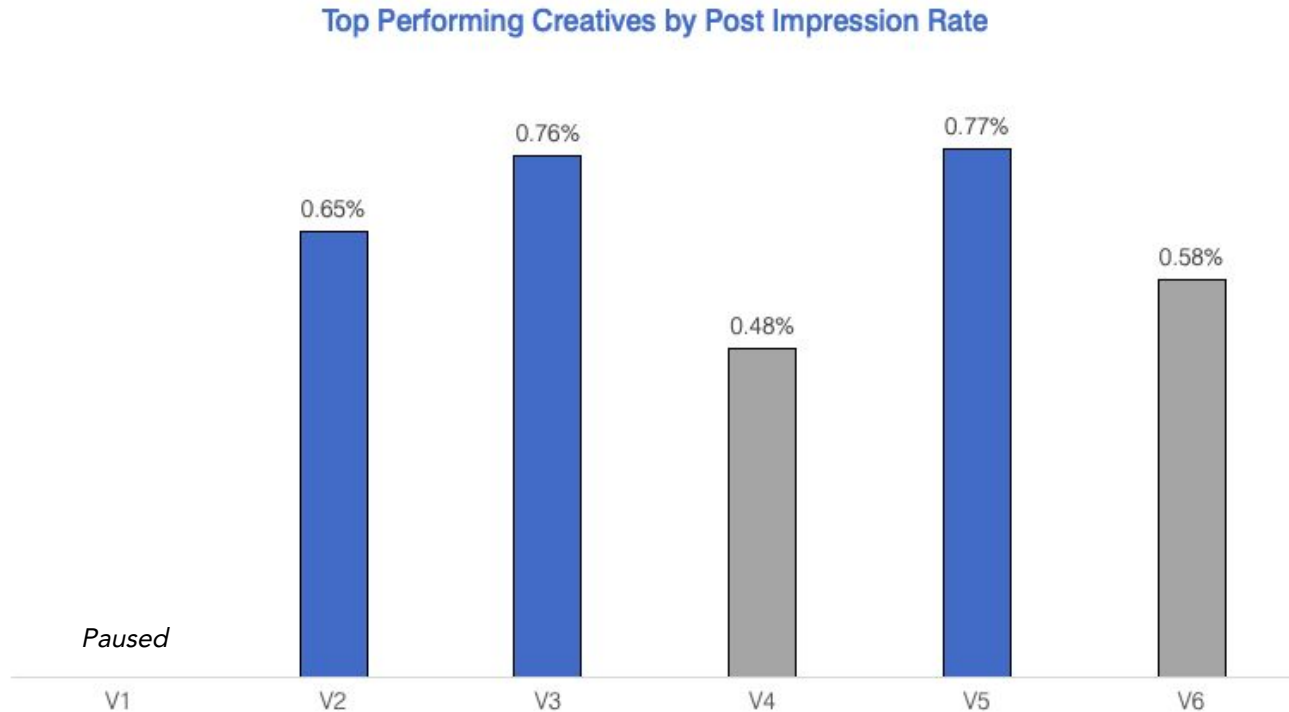
# Pre-Roll Performance

- Our Another Season video ad is performing the strongest in both hotel bookings and post ad exposed pageviews.



# Top Performing Creatives by Post Impression Rate

- Starting with Post Impression Rate, we saw V2, V3, and V5 drive the strongest levels of ad-exposed visits (these units are visualized after the next slide).

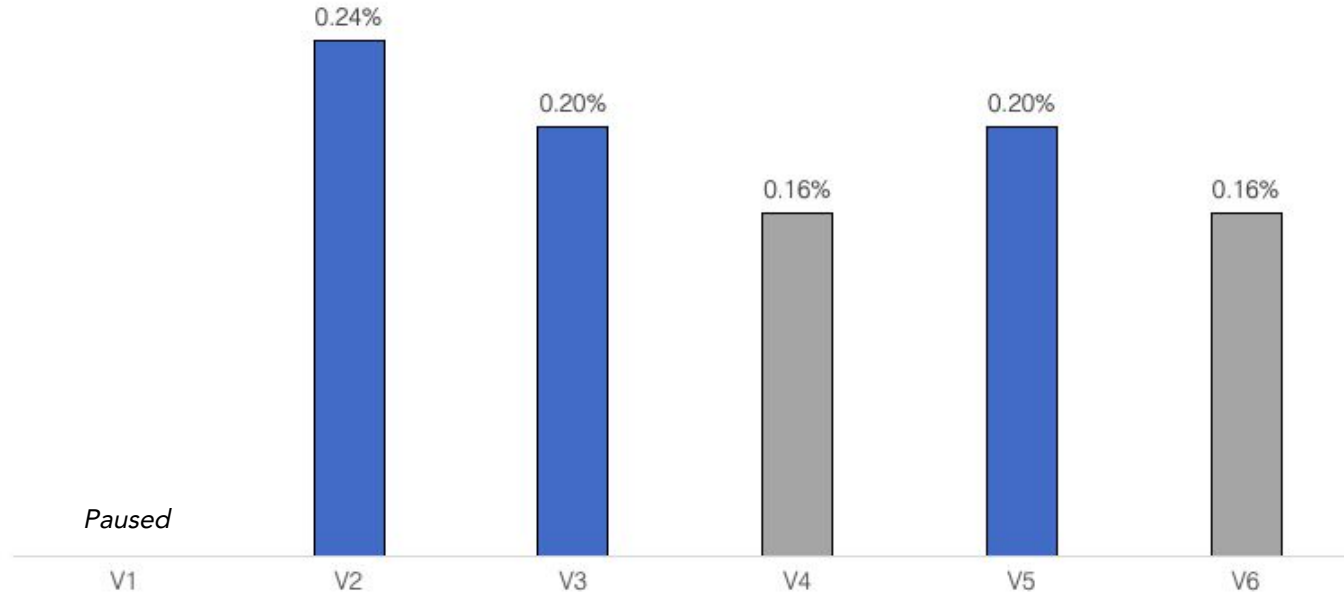




# Top Performing Creatives by Booking Efficiency

- We noted the strongest efficiency in driving bookings coming from the V2, V3, and V5 creative units, pictured on the next slide.

Top Performing Creatives by Booking Efficiency



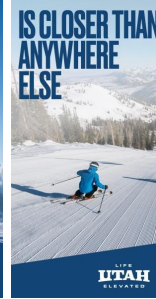
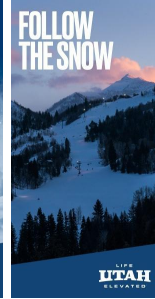
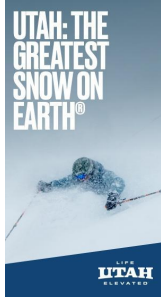
# Top Performing Creatives by Booking Efficiency Visualized

V2

V3

V5

Top  
Performers



V4

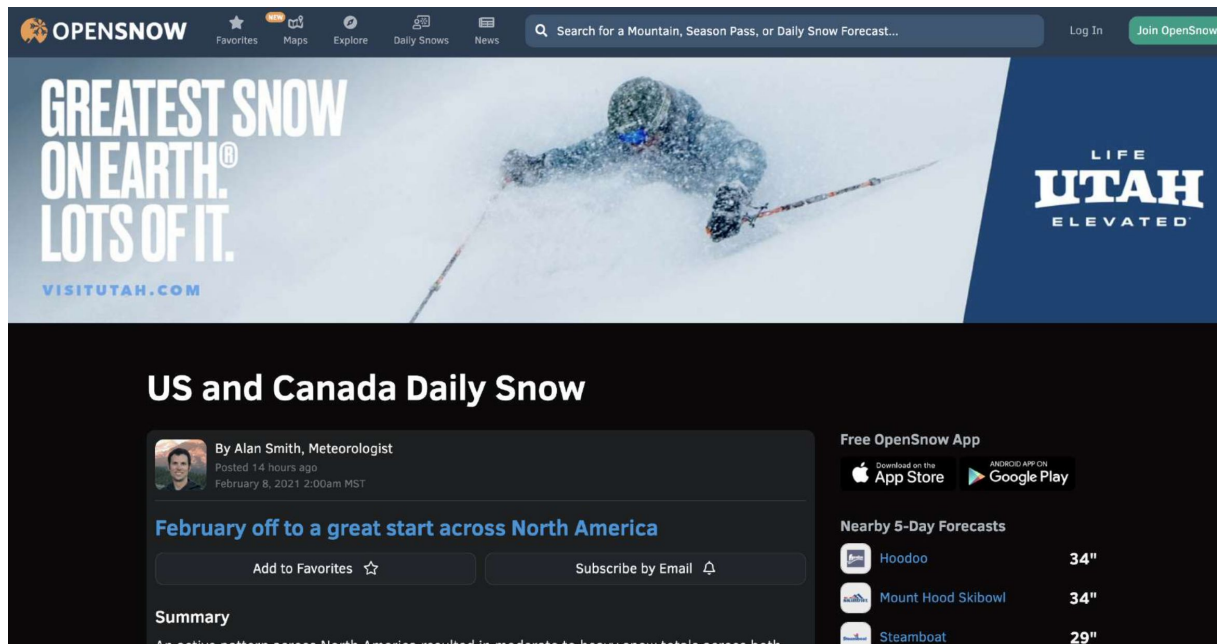
V6

Lower  
Performers



# OpenSnow: Campaign Highlights

- Our partnership with OpenSnow resulted in 45k ad exposed page views and more than \$4.9M in hotel revenue.










The screenshot shows the OpenSnow website interface. At the top, there's a navigation bar with the OpenSnow logo, links for Favorites, Maps, Explore, Daily Snows, and News, a search bar, and a 'Join OpenSnow' button. Below the navigation bar is a large banner featuring a skier in a snowy landscape. The banner text reads 'GREATEST SNOW ON EARTH.® LOTS OF IT.' and 'VISITUTAH.COM'. To the right of the skier, it says 'LIFE UTAH ELEVATED'. Below the banner, the main heading is 'US and Canada Daily Snow'. Under this heading, there's a section by Alan Smith, Meteorologist, dated February 8, 2021. The article title is 'February off to a great start across North America'. Below the title are buttons for 'Add to Favorites' and 'Subscribe by Email'. To the right of the article, there's a section for the 'Free OpenSnow App' with download links for the App Store and Google Play. Below that, there's a 'Nearby 5-Day Forecasts' section with a table of snow totals.

Location	Snow Total
Hoodoo	34"
Mount Hood Skibowl	34"
Steamboat	29"



# OpenSnow: Campaign Highlights






Search for a Mountain, Season Pass, or Daily Snow Forecast...

Log InJoin OpenSnow

## Tahoe Daily Snow

Heads up, there may be fresher snow! [Read the latest Tahoe Daily Snow](#)



**By Bryan Allegretto, California Snow Forecaster**  
Posted 2 weeks ago  
January 24, 2021 9:19am MST

### A 10 Day Snow Blitz?...

Add to Favorites ☆

Subscribe by Email 🔔

#### Summary



Increasing clouds Sunday with another cold system for Sunday night into Monday. After a break into Tuesday, a stronger storm moves in Tuesday night and could last through Thursday night. More storms are possible into the weekend of the 30th and early the following week, with not much of a break between storms.

Sponsored











#### Get More in Utah

Everyone knows that Utah gets more of The Greatest Snow on Earth® than just about anywhere else. But not only that, 10 resorts within an hour of Salt Lake International Airport means getting to that snow is easy. Get More Mountain Time in Utah. Plan your trip at [VisitUtah.com](#)

#### Free OpenSnow App



#### Nearby 5-Day Forecasts

	Dodge Ridge	12"
	Kirkwood	12"
	Alpine Meadows	10"
	Soda Springs	10"
	Sugar Bowl	10"
	Boreal	9"
	Donner Ski Ranch	9"
	Royal Gorge Cross Country	9"
	Sierra-at-Tahoe	9"
	Squaw Valley	9"

Endemic Native: Tripadvisor



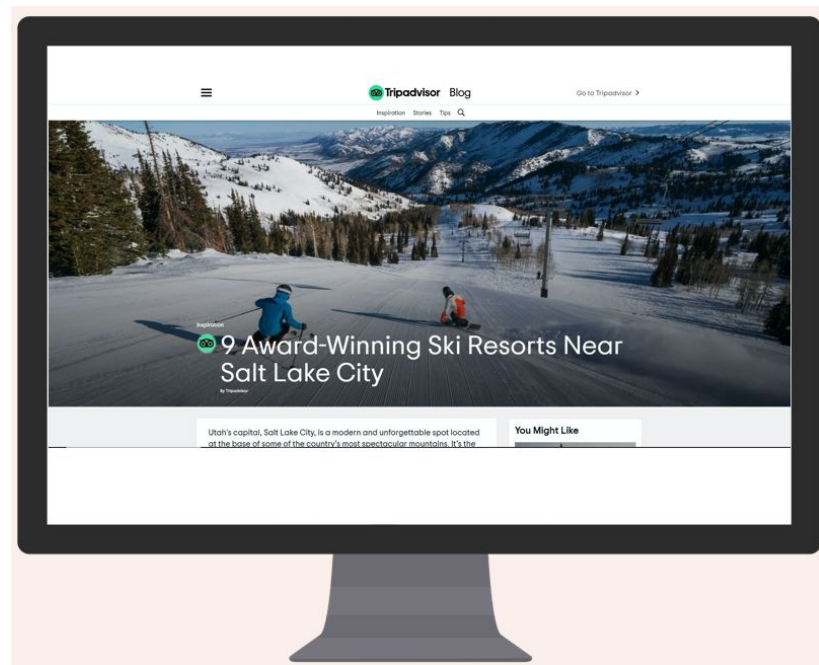
Page Views: 26,207



Total Uniques: 20,813



Time on Page: 1 min 11 seconds

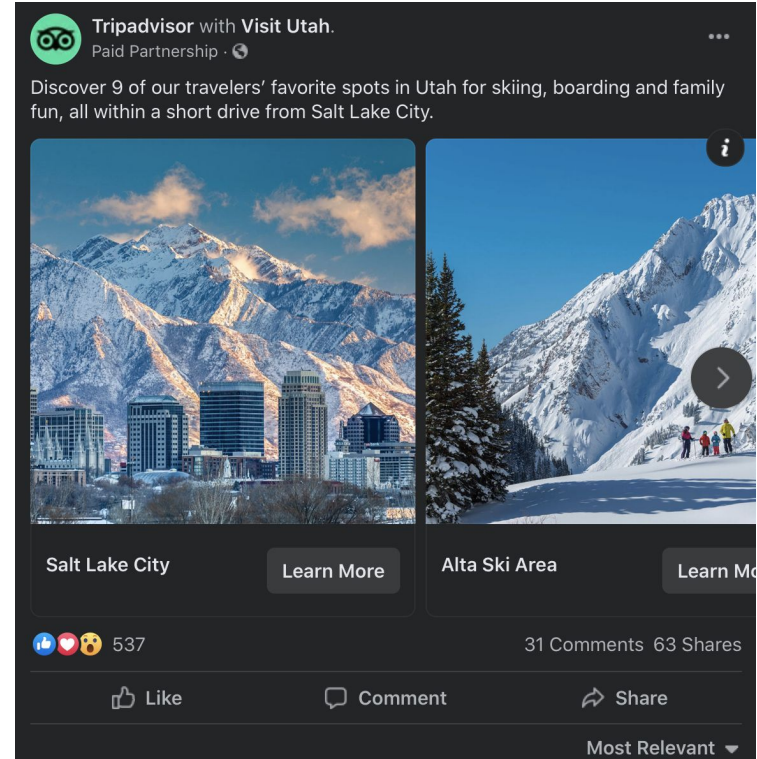


# Endemic Native: Tripadvisor

- The social media post developed for Utah's Ski Plus campaign ran over 8 weeks and garnered 537 likes, 181 comments, and 568 shares.

**2,096,954**  
Impressions

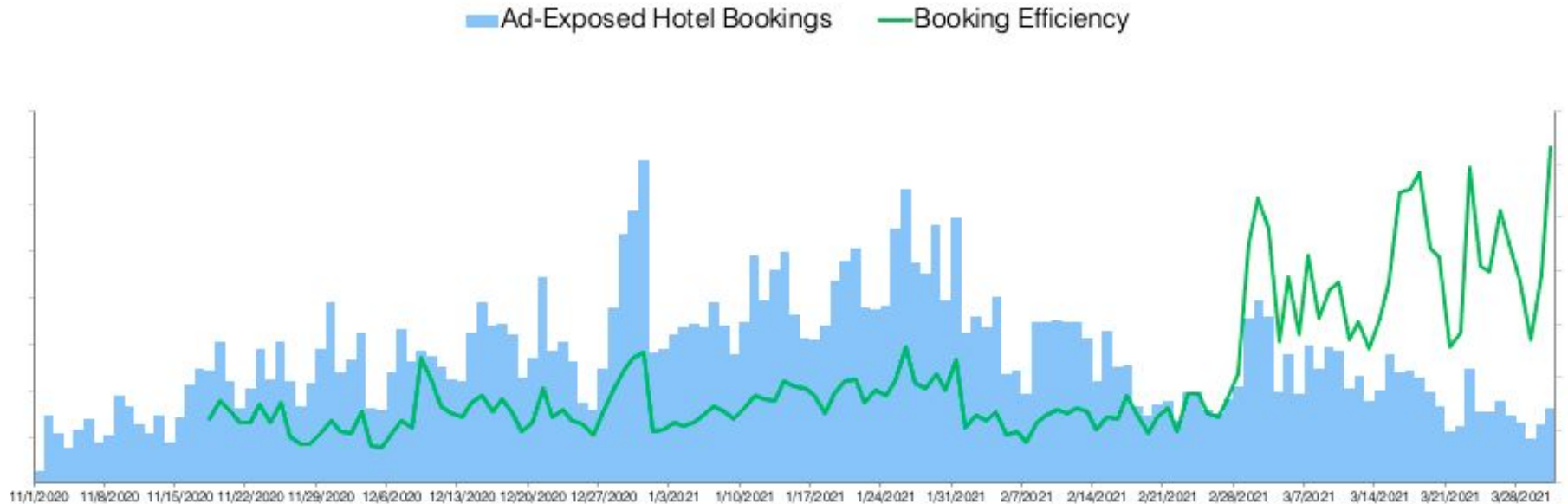
**25,316**  
Link Clicks





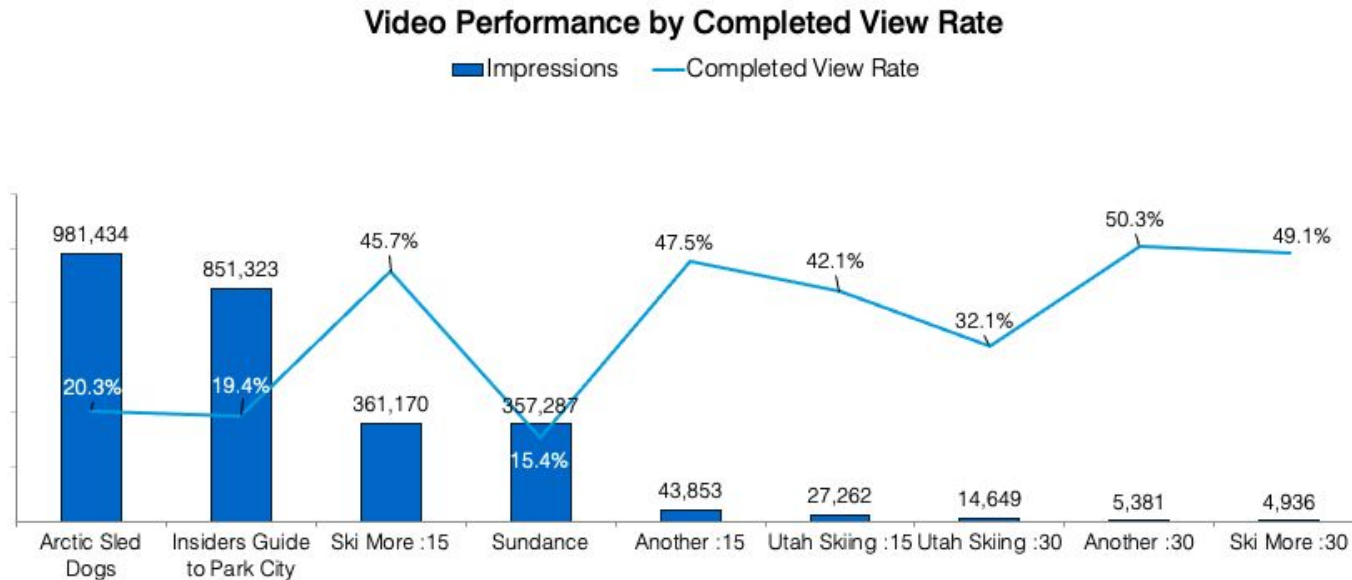
# Ski+ Booking Performance Over Time

- We have seen booking efficiencies spike toward the end of the campaign, as overall bookings taper off.



# YouTube Performance

- Arctic Sled Dogs, Insiders Guide to Park City, and the :15 second Ski More spot were the top performing YouTube assets, driving the most impressions over the campaign.



# Ski Content Performance

- Combined our native advertising generated more than 127k page views and accounted for roughly \$5.7M in total observed hotel revenue.
- Targeting Epic and Ikon Pass visitors resulted in a stronger time on page than simply behaviorally targeting skiers.

12% higher time on page



7% higher time on page



# Ski Content Performance: Average Time on Page

2:46

**Must-See  
Panoramic Views  
at Utah Ski Resort**



3:41

**Utah Is Your Easy  
Winter Vacation  
Destination (and We  
All Could Use Easy)**



3:44

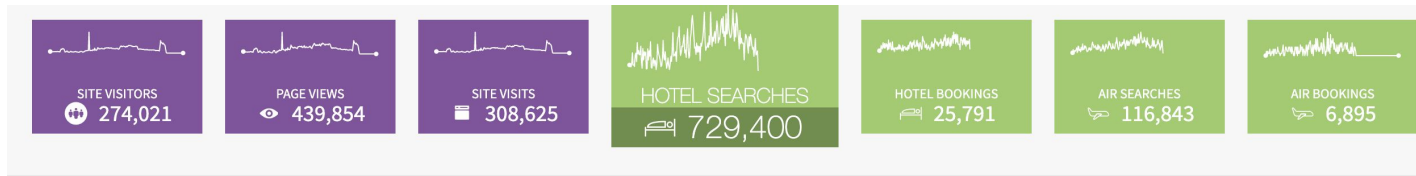
**Ski into Summer: Mountain  
Resorts in Transition**



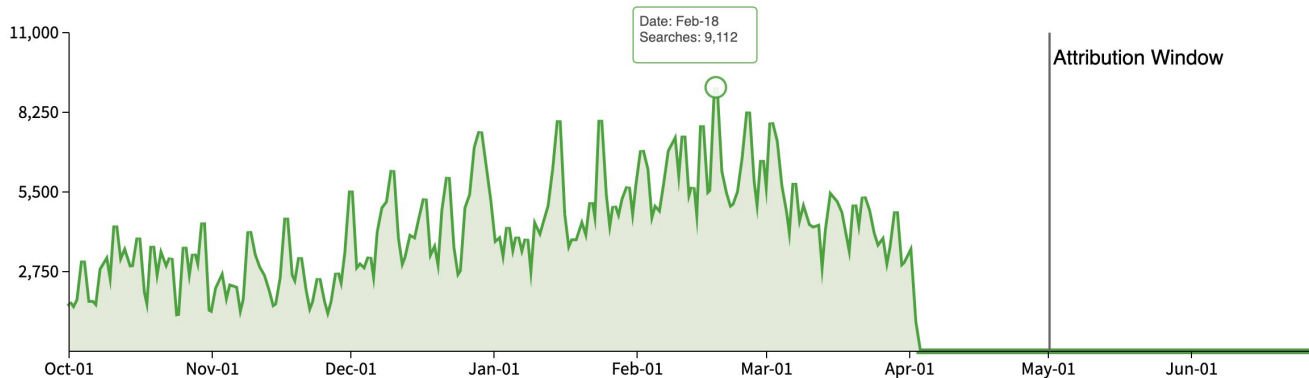


# Website Ski Content Performance

- Visitors to Ski content on VisitUtah.com have booked an estimated \$9.75M in hotel revenue since October 1st.



Hotel Searches



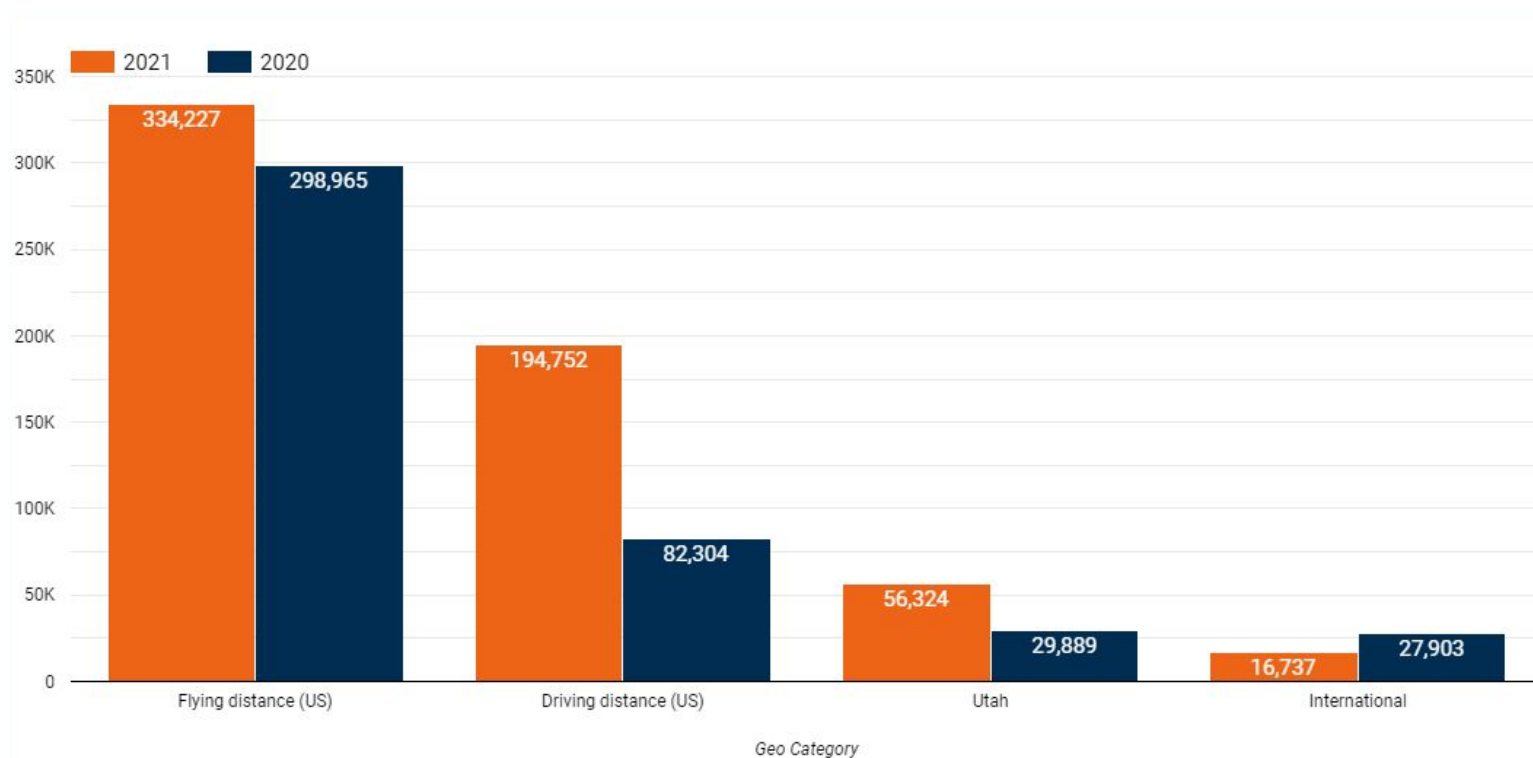
# Ski+ Website KPIs\*

- +37% increase in sessions
- +69% itinerary pageviews that started with a Ski + session
- +88% travel guide downloads that started with a Ski+ page
- +12% growth in sessions lasting at least 4 mins (about half a percentage point)

*\*Pages tagged “ski+” on the website, year over year*



# Site Visitors by Travel Distance

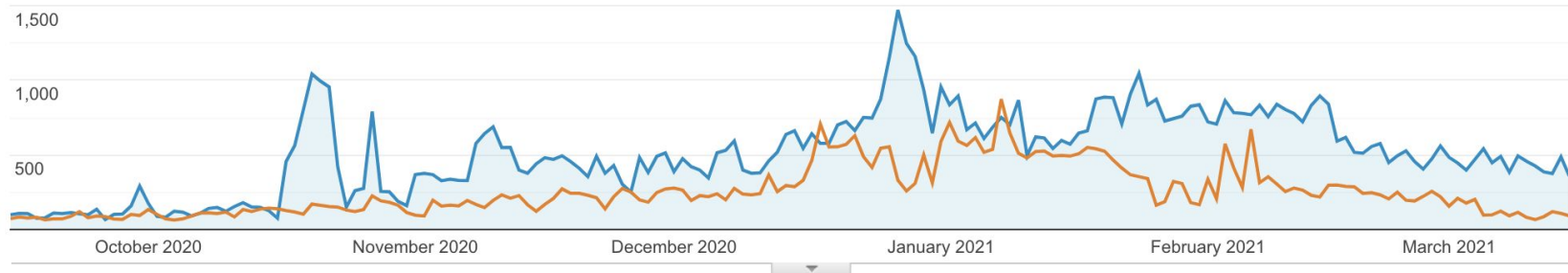


*Sept. 15–March 15 | Drive market = bordering states + Cali*

# Plan Your Ski Trip Content Cluster

Sep 15, 2020 - Mar 15, 2021: ● Pageviews

Sep 15, 2019 - Mar 15, 2020: ● Pageviews



Primary Dimension: **Page** [Page Title](#) [Content Grouping: none](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type:

Default

plan-your-ski-trip

advanced

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		98.80% ↑ 93,627 vs 47,096	99.00% ↑ 81,521 vs 40,966	4.84% ↑ 00:01:40 vs 00:01:35	38.81% ↑ 47,327 vs 34,094	3.79% ↓ 67.81% vs 70.48%	9.43% ↓ 56.70% vs 62.60%	0.00% \$0.00 vs \$0.00

# Website Takeaways

- We saw planning content (packing lists, conditions, etc.) emerge as new high performing strategies.
- Campaign landing pages and responsible travel page visits rely on paid spend.
- Not receiving organic traffic for resort specifics (a competitive Google space)
- Content that is statewide or broadly regional tends to be our most competitive organically.
- Articles have value in the native space, but not a lot of traffic from Google.
- Site visitors not looking at both Ski and WISU content in a single session.



# Most-Visited Pages

## PAID + ORGANIC TOP PAGES

	Landing Page	Sessions ▾	% Δ
1.	/mountain-time	121,011	-12.8% ↓
2.	/articles/robert-redford-sundance	58,170	2,651.7% ↑
3.	/places-to-go/utah-ski-resorts	56,166	30.0% ↑
4.	/articles/must-see-panoramic-views	53,578	-
5.	/articles/beyond-the-lake	29,427	36,229.6% ↑
6.	/articles/how-to-pack-for-a-family-snow-and-ski-trip-in-utah	24,432	357.4% ↑
7.	/articles/easy-winter-vacation-utah	19,425	-
8.	/articles/women-olympic-ski-jumping	18,415	-
9.	/plan-your-trip/plan-your-ski-trip	16,783	69.5% ↑
10.	/articles/winter-refresh-state-park	16,393	3,850.1% ↑
	<b>Grand total</b>	<b>602,124</b>	<b>37.1% ↑</b>

## ORGANIC TOP PAGES

	Landing Page	Sessions ▾	% Δ
1.	/places-to-go/utah-ski-resorts	11,156	-47.8% ↓
2.	/plan-your-trip/plan-your-ski-trip/winter-activities	10,705	41.4% ↑
3.	/plan-your-trip/plan-your-ski-trip/utahs-easy-access	6,058	16.8% ↑
4.	/plan-your-trip/plan-your-ski-trip/current-conditions	4,343	45.4% ↑

- 7 out of the top 10 paid landing pages by sessions were articles benefiting from Native promotion
  - 3 of the 7 articles were newly created in 2020-2021
- The bulk of paid social went to /mountain-time (32K views)

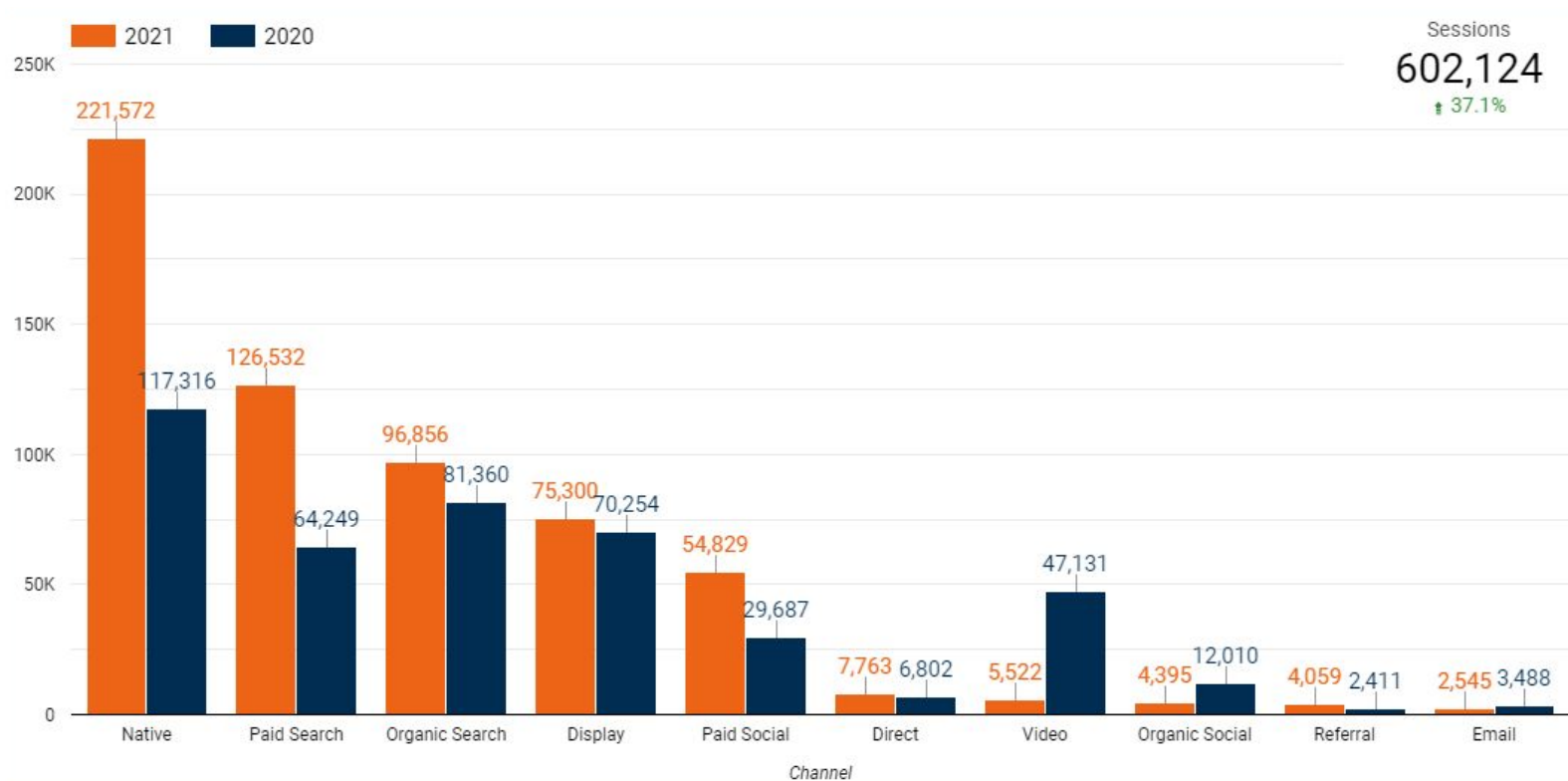
# Top Markets for Site Sessions

The largest session increases by % for target markets (metros) were:

- Denver: +195%
- Houston: +193%
- Las Vegas: +191%

Target metro or city			
	Metro	Sessions	% Δ
1.	Salt Lake City UT	55,198	88.9% ↑
2.	Los Angeles CA	53,477	100.5% ↑
3.	(not set)	37,176	1.7% ↑
4.	Dallas-Ft. Worth TX	28,966	145.0% ↑
5.	Denver CO	29,796	195.1% ↑
6.	Phoenix AZ	23,845	239.9% ↑
7.	San Francisco-Oakland-San Jose CA	22,750	100.8% ↑
8.	Houston TX	20,367	192.8% ↑
9.	New York, NY	16,663	-62.1% ↓
10.	Las Vegas NV	13,218	191.3% ↑
11.	Portland-Auburn ME	18,189	1,604.7% ↑
12.	Orlando-Daytona Beach-Melbourne FL	12,153	101.5% ↑
13.	Chicago IL	10,596	-22.8% ↓
14.	Seattle-Tacoma WA	11,556	63.2% ↑
15.	Atlanta GA	9,340	-10.3% ↓
	Grand total	602,124	37.1% ↑

# Site Visitors by Channel

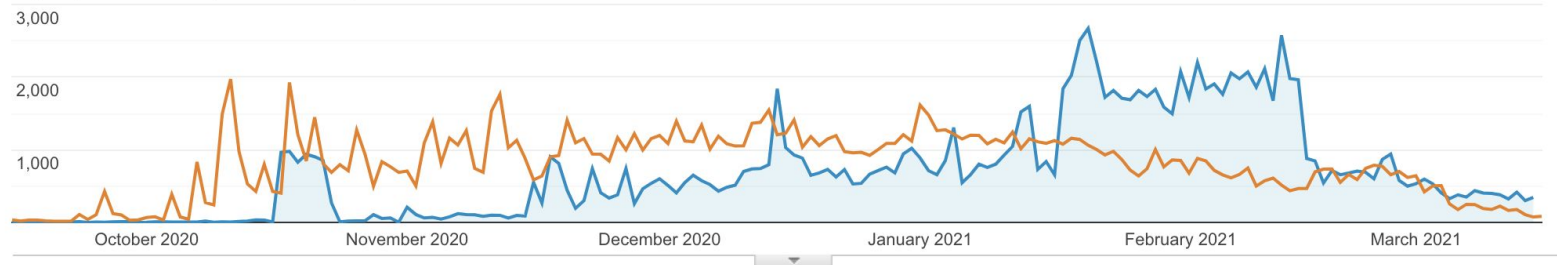


# Mountain Time Page

- Change in traffic distribution (result of campaign flight changes?)
- Decrease likely due to promoting direct CTAs to pages with COVID context.

Sep 15, 2020 - Mar 15, 2021: ● Pageviews

Sep 15, 2019 - Mar 15, 2020: ● Pageviews



Primary Dimension: **Page** Page Title Content Grouping: none Other

Plot Rows		Secondary dimension	Sort Type: Default	mountain-time		advanced					
	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?			
		14.96% ↓ 124,276 vs 146,142	13.24% ↓ 121,036 vs 139,505	4.02% ↑ 00:01:53 vs 00:01:49	12.43% ↓ 120,566 vs 137,680	0.49% ↑ 93.25% vs 92.79%	3.06% ↑ 93.71% vs 90.93%	0.00% \$0.00 vs \$0.00			

# Paid Search

- **Considering Family Trips & General Winter Vacations**
  - Searchers looking for inspiration — know they want to go on a trip, but may not have decided on Utah or a ski trip
  - *Family trips, road trips, winter vacations, ski trips, etc.*
- **Planning a Ski Trip**
  - Pairing resources with inspiration — know they are visiting Utah for a ski trip, but haven't decided on the details
  - *Resort comparison, snow total updates, accommodations, non-ski activities (when opportune)*
- **Seeking Specifics on Resorts & Travel**
  - Less inspiration focused, more resourceful — UOT to offer the final planning details before connecting searchers with the best resources
  - *Resort specific information, COVID-19 updates, regional awareness and red emerald travel guidance*

Sep 1, 2020 - Feb 28, 2021: ● Pageviews

Sep 1, 2019 - Feb 28, 2020: ● Pageviews

4,000

2,000

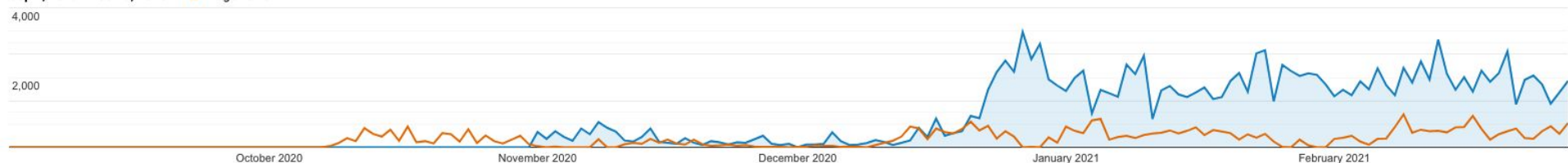
October 2020

November 2020

December 2020

January 2021

February 2021





# Ski+ and LocalSki Campaigns YoY

In an effort to account for as much COVID-19's impact as possible, date range for comparison is 9/1/20 – 2/28/21 YoY

## Analytics Performance:

- 268% increase in users
- 2% increase in pages/session
- 17% increase in avg. time on page

## Google Ads Performance:

- 5% increase in CTR
- \$0.28 decrease in Avg. CPC

Sep 1, 2020 - Feb 28, 2021: ● Pageviews

Sep 1, 2019 - Feb 28, 2020: ● Pageviews

4,000

2,000

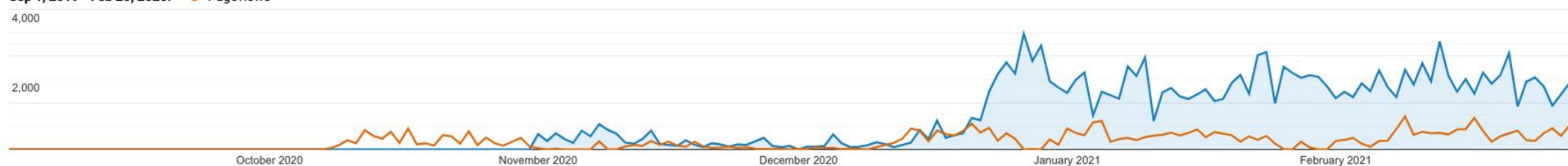
October 2020

November 2020

December 2020

January 2021

February 2021



# Top Ski+ Ad Groups

Ad Group	Impressions	CTR	Avg. CPC	% Top 3 Impress.
Utah Ski Resorts	246,268	16.35%	\$0.36	91%
Ski Packing List	128,315	19.43%	\$0.35	77.98%
Snowboarding	79,830	5.62%	\$0.76	81.76%
Learn to Ski	65,500	1.50%	\$0.38	34.99%
Snowbird	61,686	10.84%	\$0.38	84.69%
Skiing Family	56,521	7.08%	\$0.41	60.11%
Deer Valley	44,900	6.47%	\$0.38	87.67%
Brian Head Resort	44,390	9.69%	\$0.39	92.03%
Park City Mountain	40,722	7.92%	\$0.39	82.78%
Sundance	33,601	10.55%	\$0.38	85.07%

# 2020-2021 **SKI+** CAMPAIGN OVERVIEW



## PLATFORMS



## AUDIENCES

Prospecting:

- Drive + Fly

Retargeting:

- Epic Pass Holders
- Icon Pass Holders
- Previous Visitors



## VIDEO CONTENT

More

Another Season

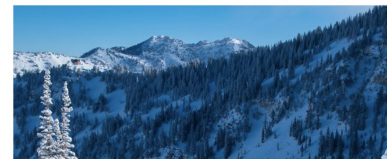
Unchanged



## Utah Is Your Easy Winter Vacation Destination (and We All Could Use Easy)

Whether you're looking for a break, vacation or quest for fun this winter, Utah is the place for adventure — wherever the trail takes you along the way.

Written by Paula Colman



## WEBSITE CONTENT

Winter Landing Pages

Skiing During COVID-19

Your Easy Winter Destination

+ more

# 2020-2021 **SKI+** CAMPAIGN RESULTS

10.4M

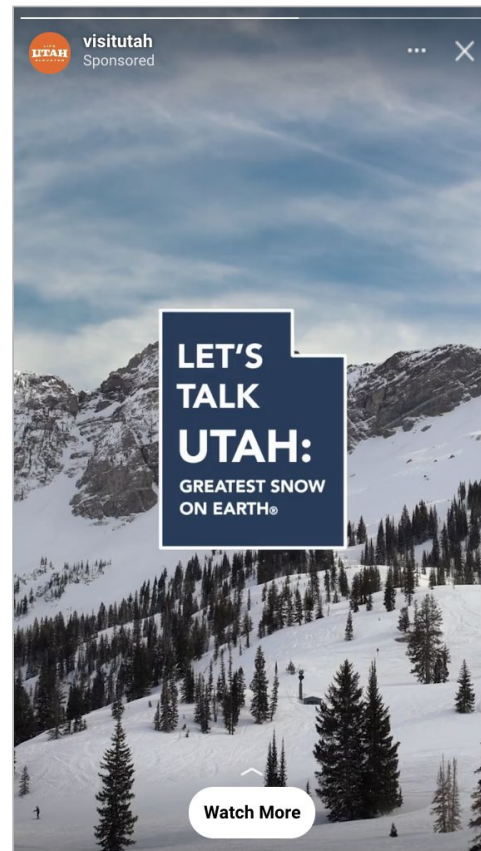
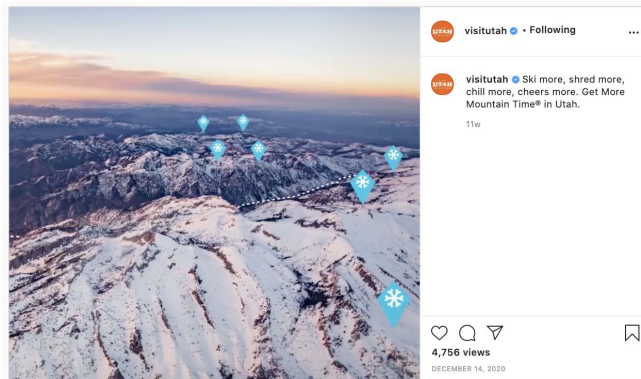
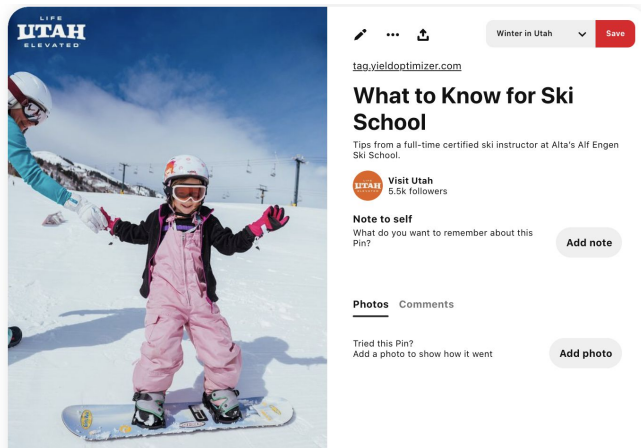
IMPRESSIONS

1.2M

VIDEO VIEWS

175,000

CLICKS TO  
VISITUTAH.COM



# Public Relations

<a href="#">Three Epic Ski Villages Ready to Welcome You</a>	Park City
<a href="#">The 7 Best Ski Trips Near Phoenix</a>	Park City Mountain
<a href="#">Best Places to Travel in January</a>	Park City
<a href="#">Where to Go for Christmas: 23 U.S. Cities Full of Holiday Cheer</a>	Park City
<a href="#">Best Places to Travel in February</a>	Park City
<a href="#">How America's Most Star-Studded Ski Town Is Faring Sans Sundance</a>	Park City
<a href="#">15 Very Bizarre Things You Can Do at Hotels Around the World This Winter</a>	Salt Lake City, Park City
<a href="#">Where to Eat, Stay and Play in Park City</a>	Park City

- Reduced IMVs
- Focus on the journey
- Visits motivated by comfort and safety protocol

VOGUE

TRAVEL

## How America's Most Star-Studded Ski Town Is Faring Sans Sundance

BY SHEILA NARIKAR  
January 12, 2021



Park City Mountain. Photo: Courtesy Vail Resorts

It's a cold, wintery night when I arrive in [Park City, Utah](#), and the place looks different than I remember. No crowds on Main Street. No art galleries repurposed as bars. No mob at the base of Town Lift where, for three nights each January, Tao used to turn an underground parking garage into a pulsing nightclub. No Hollywood stars, no attendant paparazzi.

Media Outlets Included

CONDÉ NAST  
**Traveler**

**TRAVEL+**  
**LEISURE**

**HAUTE LIVING**  
S A N F R A N C I S C O

**thrillist** **VOGUE**



# Southern Utah+ (Winter)

Campaign Update



# Digital Campaign Performance Overview

- The Southern Utah + Winter campaign delivered more than 119k pageviews for VisitUtah.com.
- We tracked more than \$2.4M in hotel revenue from people exposed to this campaign. This is an increase 18% YOY and results in an estimated revenue of \$33M.
  - ADR: \$128.47
  - Hotel Searches: 2,661,579

## Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	30.6
2	Los Angeles, CA, US	11.3
3	San Francisco Bay Area, CA, US	7.3
4	Denver, CO, US	5.9
5	Las Vegas, NV, US	4.8
6	Phoenix, AZ, US	4.3
7	San Diego, CA, US	3.0
8	Dallas-Ft Worth, TX, US	2.9
9	Washington, DC, US	2.3
10	Seattle-Tacoma, WA, US	2.2



# Digital Campaign Partner Performance





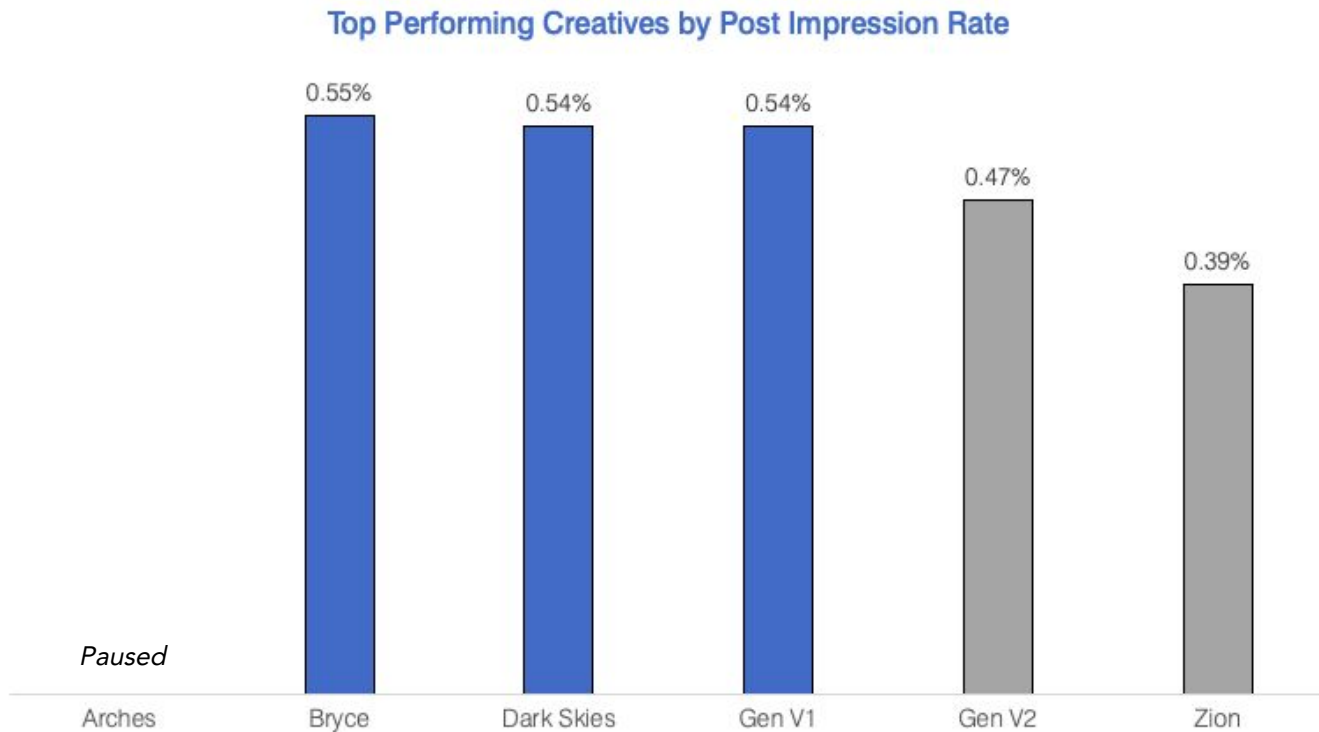
# Economic Impact: TripAdvisor

- Ad Exposed ADR of \$182 was 9% stronger than non-ad exposed ADR of \$160.

Advertiser Name	User Market	International User Country	Device	Start Date	End Date	Data Through:
Utah US	(All)	United States	(All)	11/1/2020	1/31/2021	3/4/2021
Total Economic Impact						
Total Economic Impact	Domestic Economic Impact	International Economic Impact	Hotel Revenue Impact	Attractions Revenue Impact		
\$16,930,988	\$16,930,988		\$3,500,817	\$86,533		
Ad Exposed Total Economic Impact	Ad Exposed Domestic Economic Impact	Ad Exposed International Economic Impact	Ad Exposed Hotel Revenue Impact	Ad Exposed Attractions Revenue Impact		
\$5,763,211	\$5,763,211		\$1,230,054	\$36,186		
% Ad Exposed Total Economic Impact	% Ad Exposed Domestic Economic Impact	% Ad Exposed International Economic Impact	% Ad Exposed Hotel Revenue Impact	% Ad Exposed Attraction Revenue Impact		
34%	34%		35%	42%		

# Top Performing Creatives by Post Impression Rate

- Bryce, Dark Skies, and Gen V1 all performed roughly evenly, with Gen V2 not too far behind. The Zion creative saw the lowest PIR.

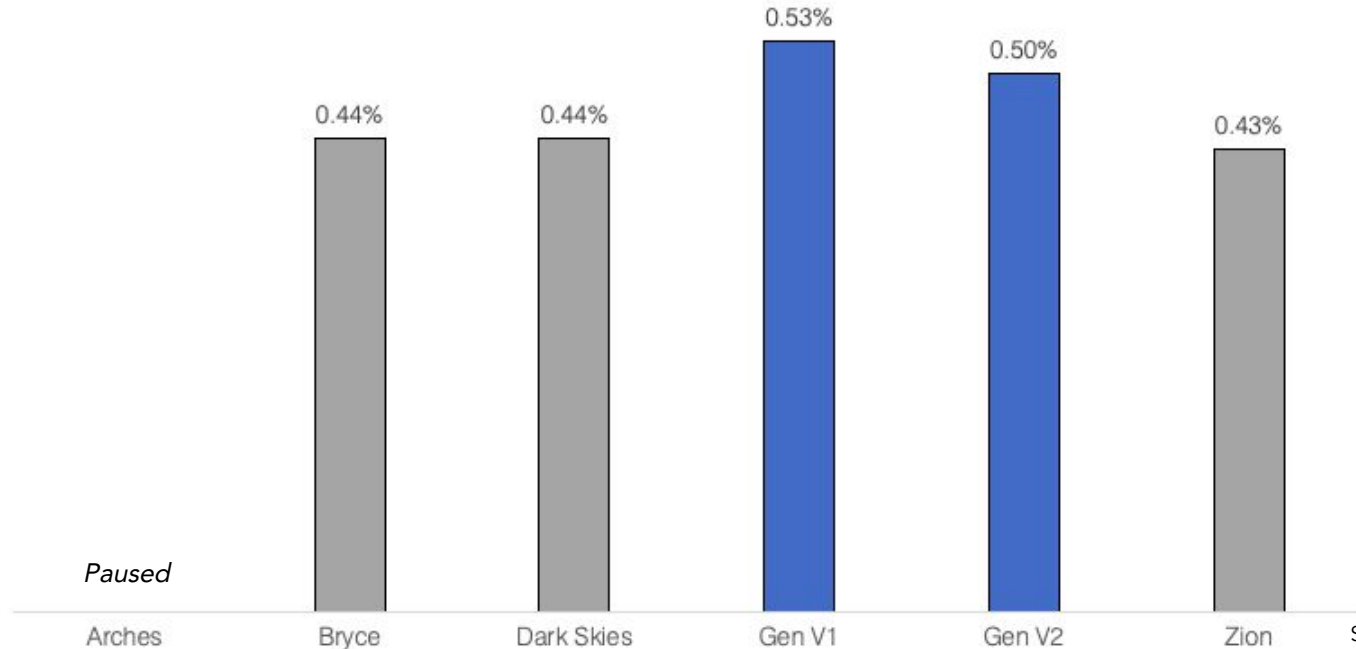




# Top Performing Creatives by Booking Efficiency

- Booking efficiencies tell a slightly different story, with Gen V1/V2 outperforming national park creative, although this is better explained in forthcoming time-series charts.

Top Performing Creatives by Booking Efficiency



# Top Performing Creatives by Booking Efficiency Over Time

- Below, you can see that the Gen creative (namely V2) drove a high volume of enriched bookings in December, but the national park (and Dark Skies) units all performed exceptionally in January.

*Booking Efficiencies by Creative, by Month*

Pixels	November 2020	December 2020	January 2021	Grand Total
bryce_display	305	2,709	4,548	7,562
ds_display	469	2,709	4,413	7,591
genv1_display	480	852		1,332
genv2_display_repeat	1,392	3,750		5,142
zion_display	367	2,484	4,483	7,334

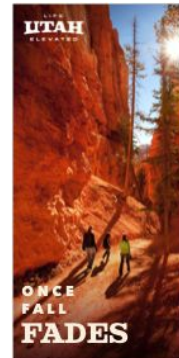


# Display Banners



**Locations:** Zion

**Status:** Lowest PIR, Lower Booking Eff.



**Locations:** Bryce

**Status:** High PIR, Lower Booking Eff.



**Locations:** Gooseberry Mesa, Zion, Yant Flats  
Washington County

**Status:** High/Mid PIR, High Booking Eff.



**Locations:** Kodachrome Basin, Bryce/pole canyon

**Status:** High PIR, Lower Booking Eff.

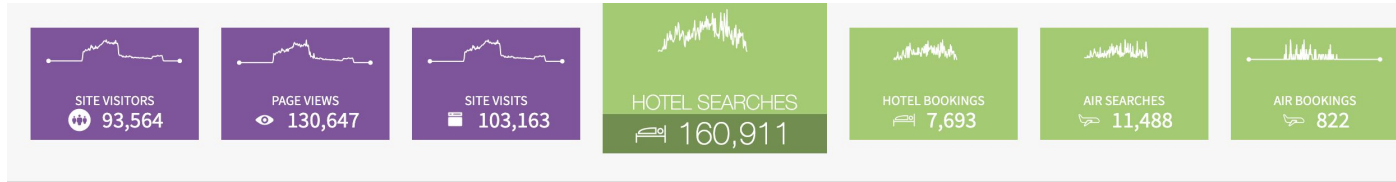


**Locations:** Gen V2 Kodachrome Basin,  
Bryce/pole canyon

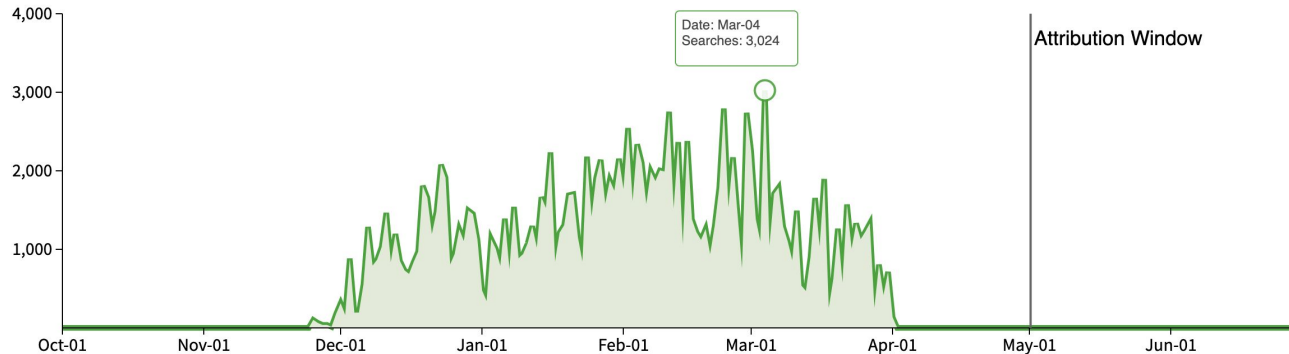
**Status:** Low PIR, High Booking Eff.

# Website Winter in Southern Utah Content Performance

- Visitors to Southern Utah Winter content on VisitUtah.com have booked an estimated \$1.9M in hotel revenue since December 1st.



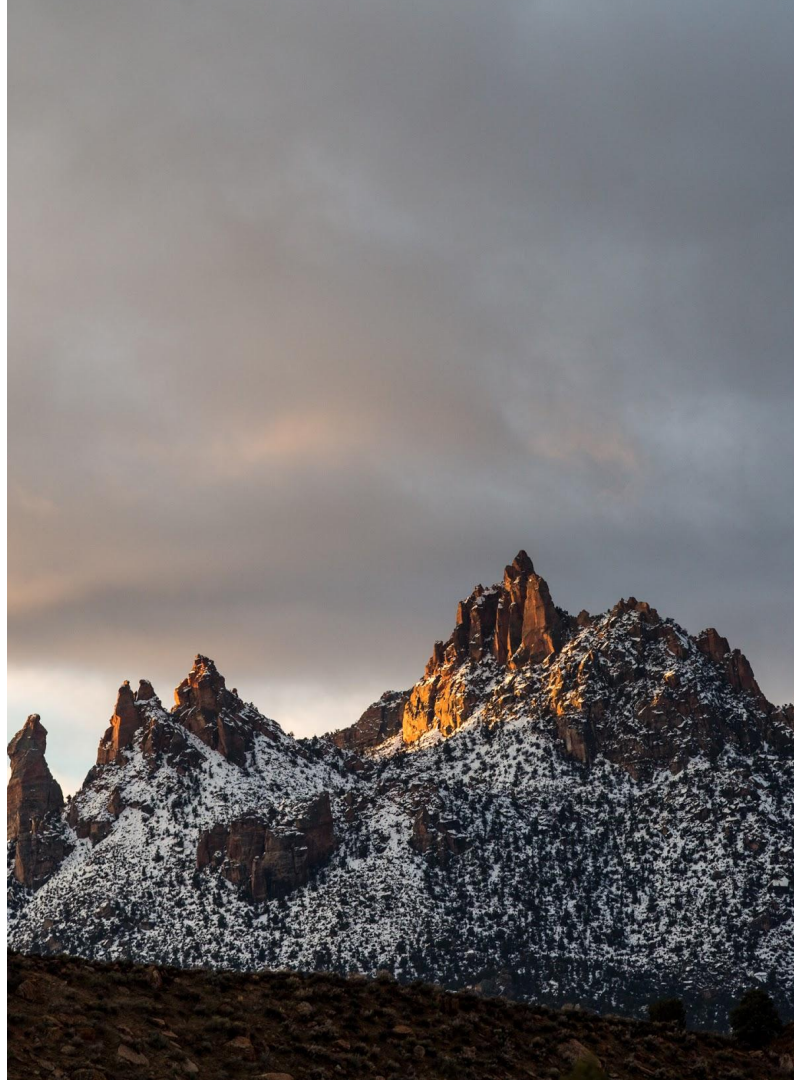
Hotel Searches



# Website KPIs\*

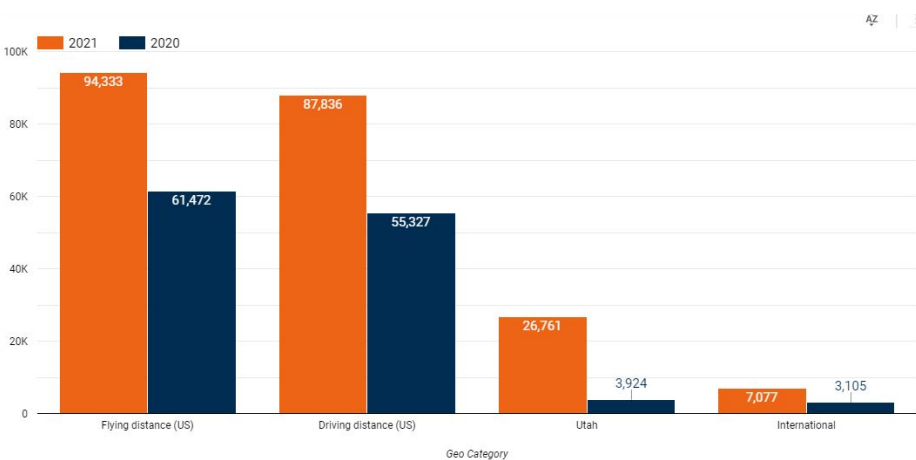
- +74% increase in sessions
- +971% itinerary pageviews that started with a WISU session
- +239% travel guide downloads that started with a WISU page

*\*Pages tagged “Winter in Southern Utah” on the website, year over year*

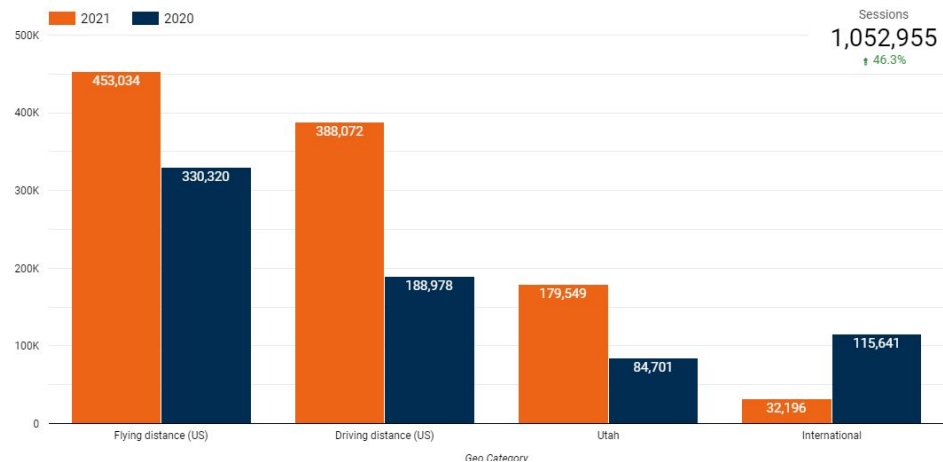


# Growth in Southern Utah Sessions As a Whole

## Winter in Southern Utah Pages



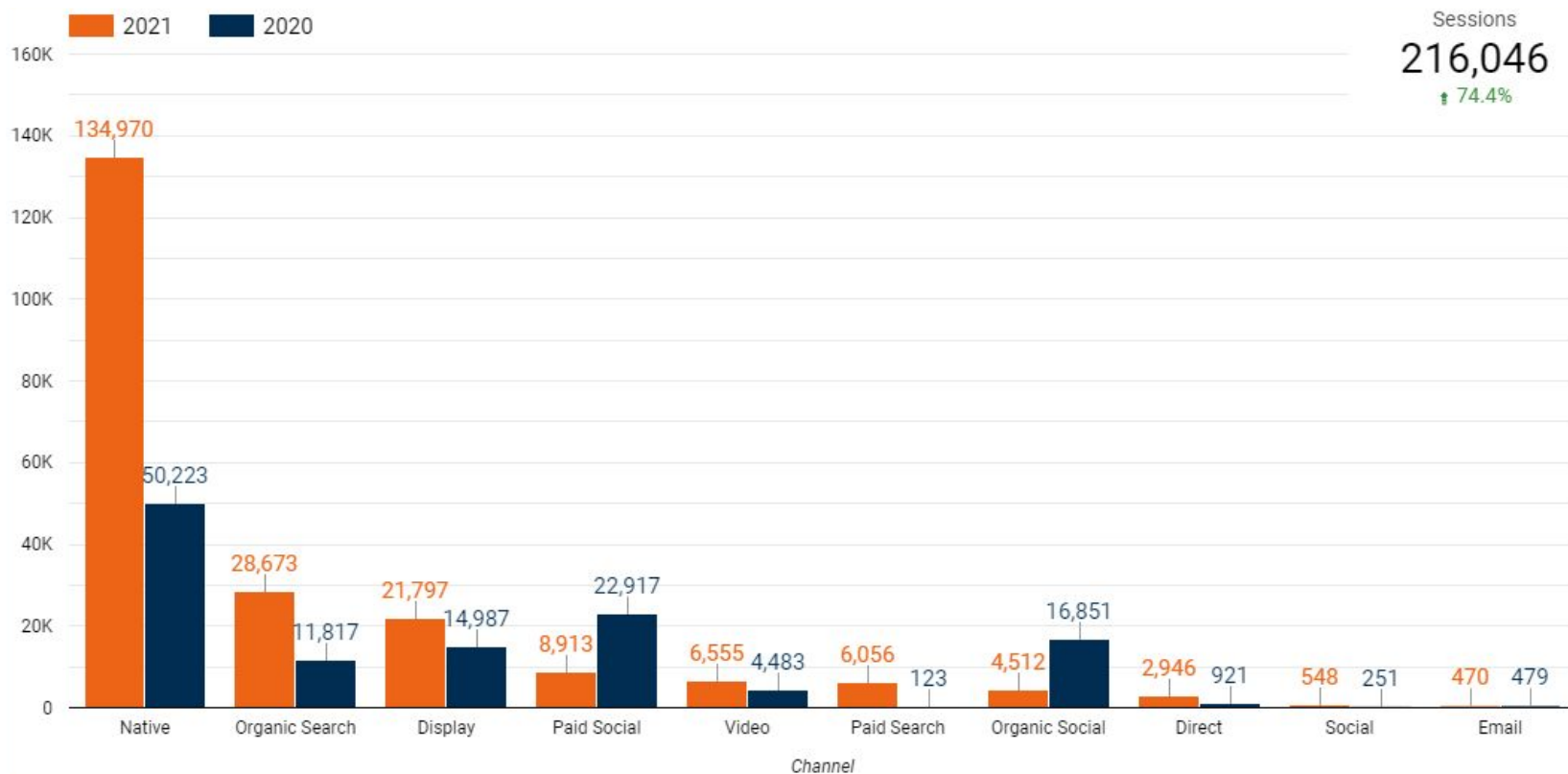
## Southern Utah Pages



March 15–Sept. 15 | Drive market = bordering states + Cali

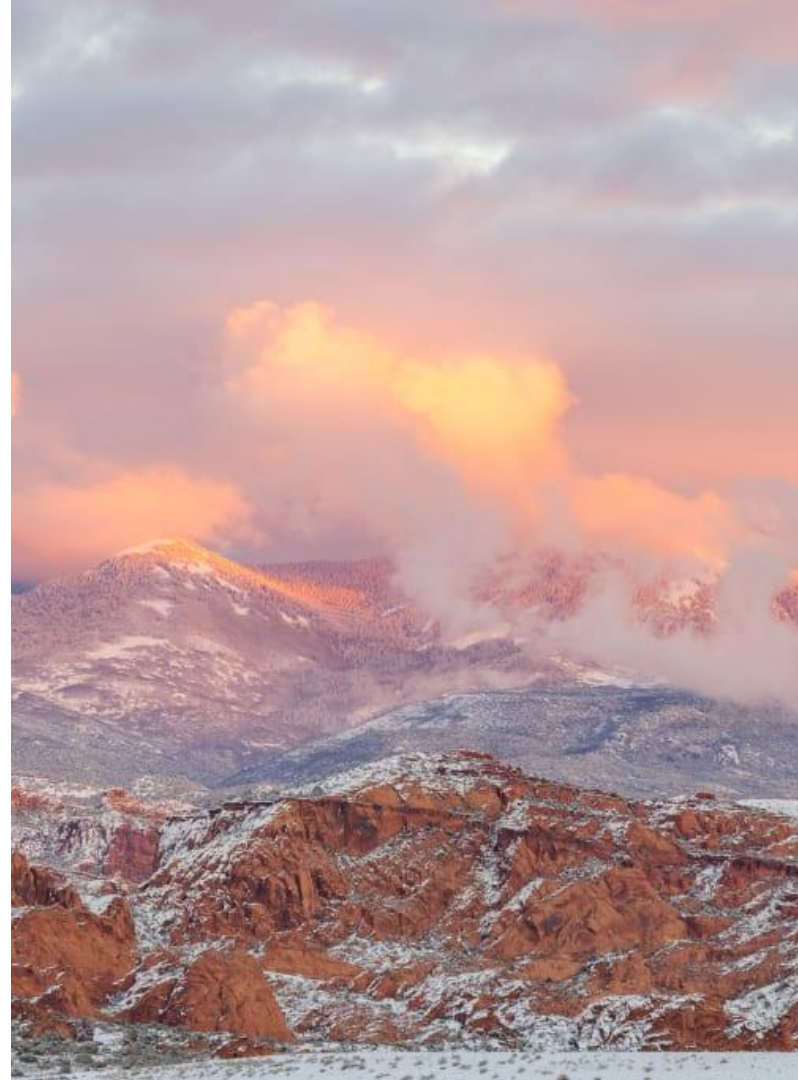


# Site Visitors by Channel



# Website Takeaways

- Year over year traffic increases show need for thoughtful growth plans
- No evidence that a growth in WISU impacted a growth in Ski visitation on the website
- New content creation sets us up well for next year for expanded distribution next year



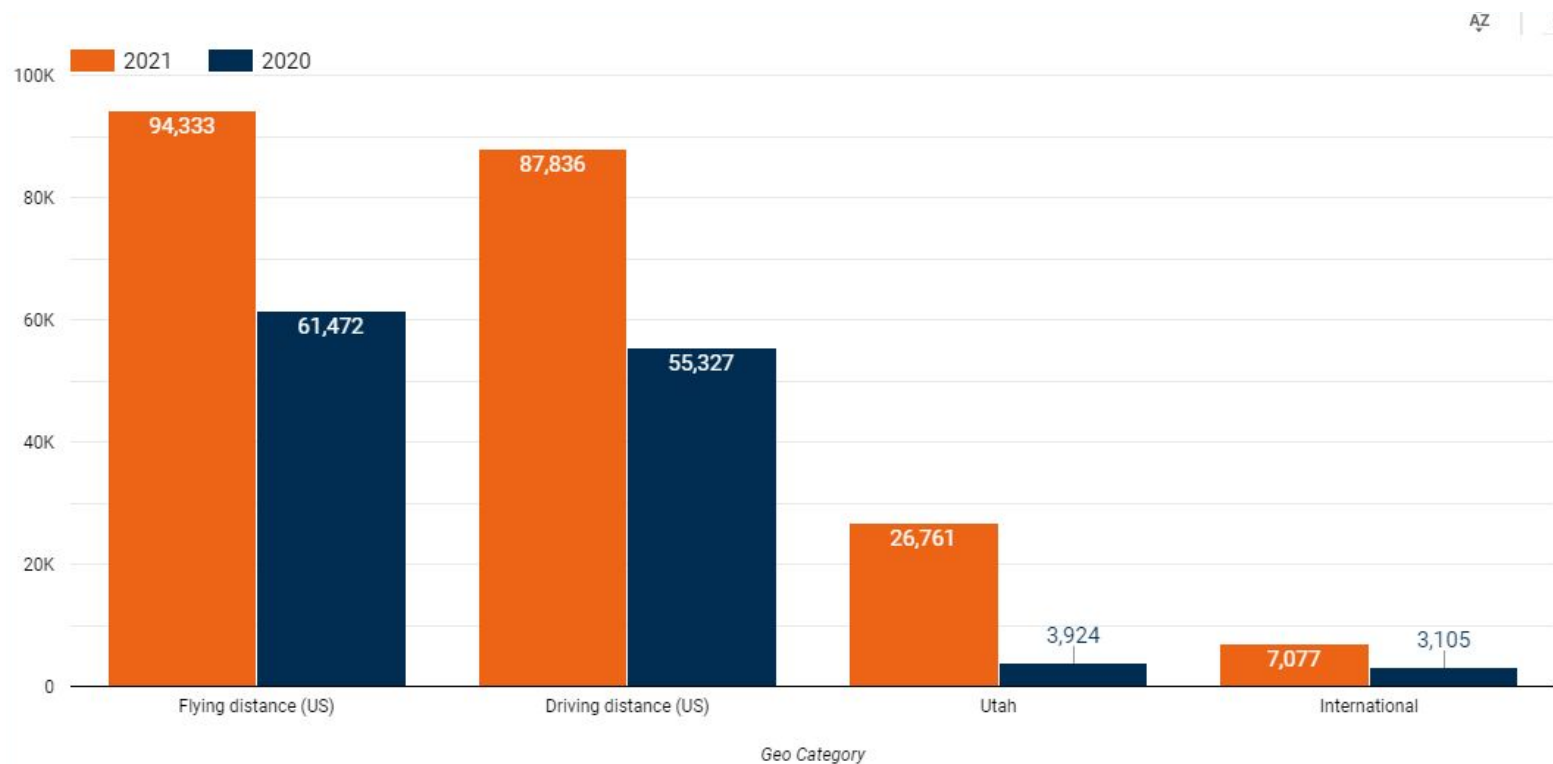
# Top Markets for Site Sessions

The largest session increases by % for target markets (metros) were:

- Denver: +98%
- Houston: +156%
- Las Vegas: +84%

Target metro or city			
Metro	Sessions	% Δ	
1. Salt Lake City UT	26,143	575.0% ↑	
2. Los Angeles CA	21,722	41.5% ↑	
3. (not set)	13,580	134.1% ↑	
4. San Francisco-Oakland-San Jose CA	10,853	62.4% ↑	
5. Dallas-Ft. Worth TX	11,153	33.8% ↑	
6. Phoenix AZ	10,057	41.1% ↑	
7. Denver CO	10,060	98.1% ↑	
8. Houston TX	9,221	156.1% ↑	
9. Seattle-Tacoma WA	7,920	49.8% ↑	
10. Las Vegas NV	5,971	83.8% ↑	
11. Sacramento-Stockton-Modesto CA	6,128	47.8% ↑	
12. Portland-Auburn ME	6,582	3,963.0% ↑	
13. Portland OR	5,165	64.7% ↑	
14. San Diego CA	4,182	14.3% ↑	
15. New York, NY	3,144	-9.1% ↓	
Grand total	216,046	74.4% ↑	

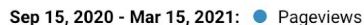
# Sessions by Geography



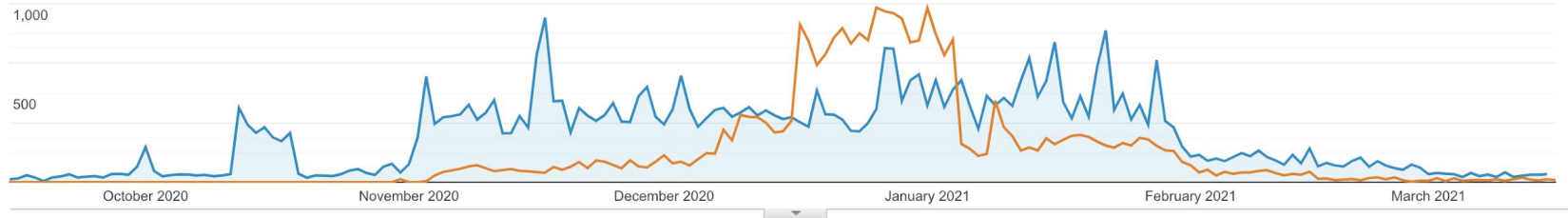
March 15–Sept. 15 | Drive market = bordering states + Cali

# Winter in Southern Utah Page

- More distributed visitation across campaign
- 64% increase in page views YOY



Sep 15, 2019 - Mar 15, 2020: ● Pageviews

Primary Dimension: **Page** Page Title Content Grouping: none Other

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾

winter-southern

⊗ 🔍

advanced

📊

🕒

☰

🔍

⋮

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	64.63% <span>📈</span> 47,896 vs 29,094	59.89% <span>📈</span> 41,997 vs 26,266	8.80% <span>📉</span> 00:01:23 vs 00:01:31	47.12% <span>📈</span> 35,686 vs 24,257	7.29% <span>📉</span> 78.79% vs 84.99%	7.20% <span>📉</span> 72.26% vs 77.86%	0.00% \$0.00 vs \$0.00
1. <a href="/places-to-go/winter-southern-utah/">/places-to-go/winter-southern-utah/</a>							

# Intercom Chat

73% of conversations related to Southern Utah between Sept. 15–March 15

- 56% were likely winter-specific

Top topics:

- National Parks (410 convos)
- Hiking (270 convos)
- Zion (253 convos)
- Permit (192 convos)
- Road Trips (146 convos)
- Camping (139 convos)



# Paid Search

First year launching a dedicated WiSU PPC campaign

Campaigns focused on winter-specific topics, knowing that SouthernUtah+ was still live through winter months to satisfy searches that weren't seasonally tagged

Analytics Performance 9/1/20 – 3/30/21:

- 34,581 users
- 1.93 pages/session
- 01:47 avg. time on page

Google Ads Performance 9/1/20 – 3/30/21:

- 9.35% CTR
- \$0.48 Avg. CPC



# Top Ad Groups

Ad Group	Impressions	CTR	Avg. CPC	% Top 3 Impress.
Winter in Zion National Park	178,040	12.40%	\$0.49	69.80%
Winter Hiking	81,083	3.19%	\$0.49	25.08%
Winter Camping	55,712	2.61%	\$0.48	17.43%
Winter in Arches National Park	47,216	13.53%	\$0.48	65.40%
Winter in Moab	35,706	9.54%	\$0.48	37.27%
Winter in Southern Utah	34,764	12.37%	\$0.49	36%
Winter in Bryce Canyon National Park	29,504	10.77%	\$0.48	50%
National Parks Road Trip	20,316	9.77%	\$0.49	29.77%
Winter in Canyonlands National Park	9,237	8.42%	\$0.49	37.76%
Winter in Capitol Reef National Park	8,291	7.12%	\$0.48	36.87%

# 2020-2021 SOUTHERN UTAH+ WINTER OVERVIEW



## PLATFORMS



## AUDIENCES

- Prospecting:
- Drive + Fly
- Retargeting:
- National Park Visitors
  - Southwest Vacationers



## VIDEO CONTENT

- Robbers Roost  
Kodachrome Basin  
Anne Kaferle



## WEBSITE CONTENT

- Winter Landing Pages  
Winter Road Trip: Capitol Reef to Bryce  
Best Winter Hiking Trails in Utah's Dixie  
+ more

# CAMPAIGN RESULTS

2.1M

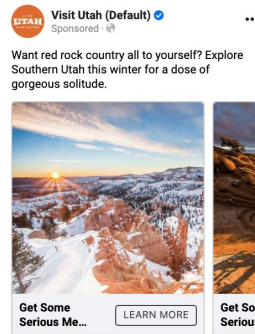
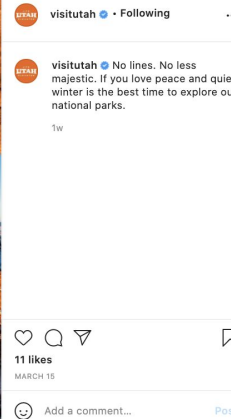
IMPRESSIONS

300,000

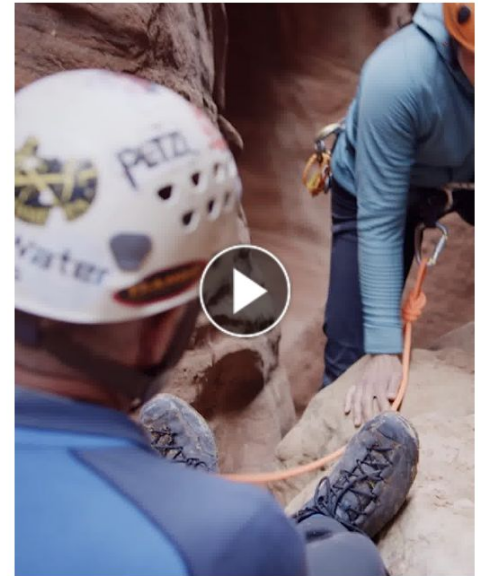
VIDEO VIEWS

13,000

CLICKS TO  
VISITUTAH.COM



Grab the gang and spend the winter hiding out at Robber's Roost—just like Butch Cassidy—near Capitol Reef National Park.



VISITUTAH.COM  
**Make Your Escape**

LEARN MORE



# Public Relations

<a href="#">The Best Places to Travel in November</a>	Bryce, Salt Lake city
<a href="#">The Best Family Vacation Spots in the U.S.</a>	Moab
<a href="#">Gone Glamping! 5 Luxury Camping Destinations You Must Experience</a>	Escalante
<a href="#">Your Guide to a Utah Road Trip</a>	Moab, Salt Lake City, Kanab
<a href="#">Road Tripping West, a Winning Jackpot of Three National Parks</a>	Zion, Kanab, Bryce
<a href="#">Road Trip in Utah</a>	Multiple counties
<a href="#">Journey Within</a>	Multiple counties
<a href="#">8 Best Affordable Christmas Vacations for Families Across the U.S.</a>	Mt Carmel, Zion, Bryce
<a href="#">Utah's Magical Kanab, Your Home Base for Rocking Adventures</a>	Kanab
<a href="#">Out &amp; About</a>	Bryce
<a href="#">A Luxury Guide to a Road Trip in Utah</a>	Multiple counties
<a href="#">Dream Honeymoons: Find Cloud Nine in These Cozy Cabins</a>	Boulder
<a href="#">National Parks Worth The Trek</a>	Capitol Reef National Park
<a href="#">Go Snowshoeing at One of These Spectacular Spots Around the Country</a>	Bryce
<a href="#">A Stargazing Road Trip Across the American Southwest</a>	Bryce, Escalante

- Responsible visitation resonated
- Great American Road Trip
- Seasonally specific



Media Outlets Included

CONDÉ NAST  
**Traveler**

**Living** MARTHA STEWART

**elite**traveler  
RESPONSIBLE LUXURY LIFESTYLE

**TRAVEL+**  
**LEISURE**

**T E X A S**  
LIFESTYLE MAGAZINE

# Current and Upcoming

- Pitches and trends
  - Road trips and guided experiences
  - Dark Skies: Red Emerald
- Forever Mighty travel



Spencer J. Cox

Governor

## Declaration

**Whereas**, more than 80% of residents in North America can no longer view the Milky Way at night from their home;

**Whereas**, Utah is home to some of the darkest skies on earth and currently leads the world in dark sky preservation with 23 accredited International Dark Sky places including 4 of our Mighty 5® national parks, 10 state parks, and two towns;

**Whereas**, visitors to Utah engaging in astrotourism tend to stay longer, spend more, and mitigate harmful tourism impacts on the local community;

**Whereas**, astrotourism is anticipated to generate nearly \$6 billion and support over 113,000 new jobs in the American Southwest over the next decade;

**Whereas**, star-gazing, astronomy programs, star parties, dark sky photography and many other activities allow Utah residents and visitors to enjoy the physical and emotional benefits of the night sky;

**Whereas**, the implementation of dark sky practices in land use, construction, utilities, and other aspects of community life actively promotes local governance, reduces energy-costs, and preserves Utah's Western lifestyle;

**Whereas**, dark skies are integral to the well-being of many animal and plant species, and are demonstrated to have positive health impacts to human beings; and,

**Whereas**, we wish to recognize the partnership of federal, state, and local agencies, as well as Utah's recreation, tourism, and education sectors, which make night sky opportunities in our state available for all to enjoy;

**Now, Therefore**, I, Spencer J. Cox, governor of the great state of Utah, do hereby declare April 2021, as

Utah Dark Sky Month

A stylized signature of Spencer J. Cox in black ink.

Spencer J. Cox  
Governor



Thank You



# Southern Utah +

## Campaign Update

LIFE  
**UTAH**  
ELEVATED

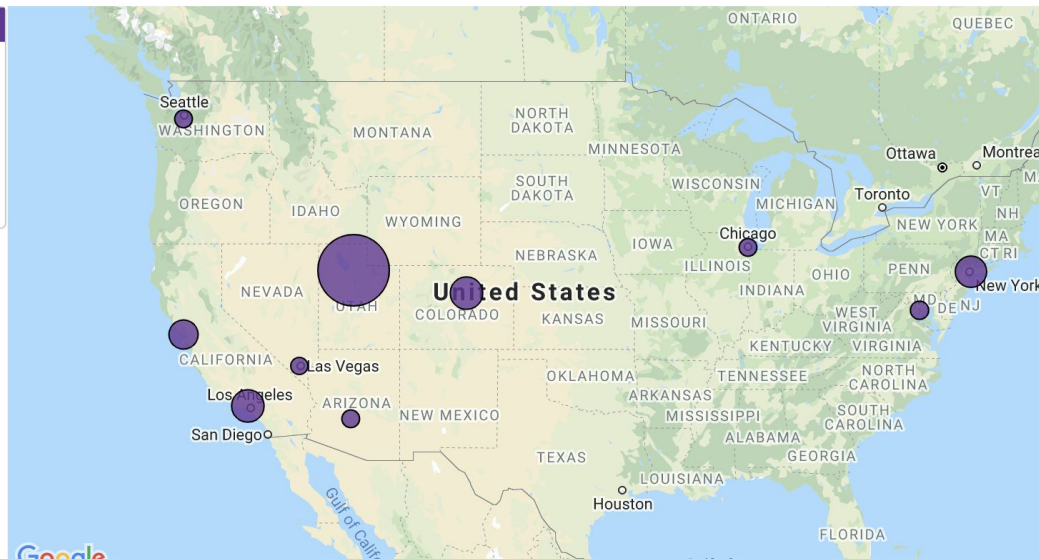


# Digital Campaign Performance Overview

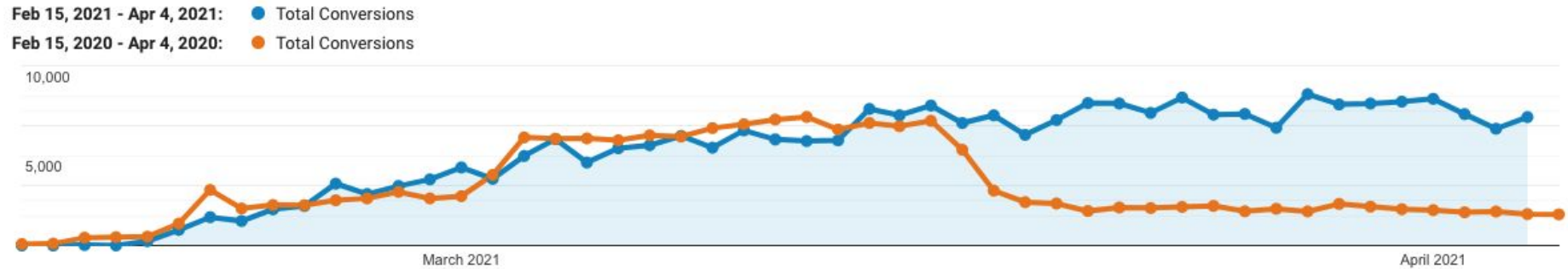
- The Southern Utah + Winter campaign delivered more than 73k pageviews for VisitUtah.com.
- We tracked more than \$2.48M in hotel revenue for an estimated revenue of \$33.5M.
  - ADR: \$161.09 (*last years ADR was \$134*)
  - Hotel Searches: 1,911,163

## Top Hotel Origin Markets ?

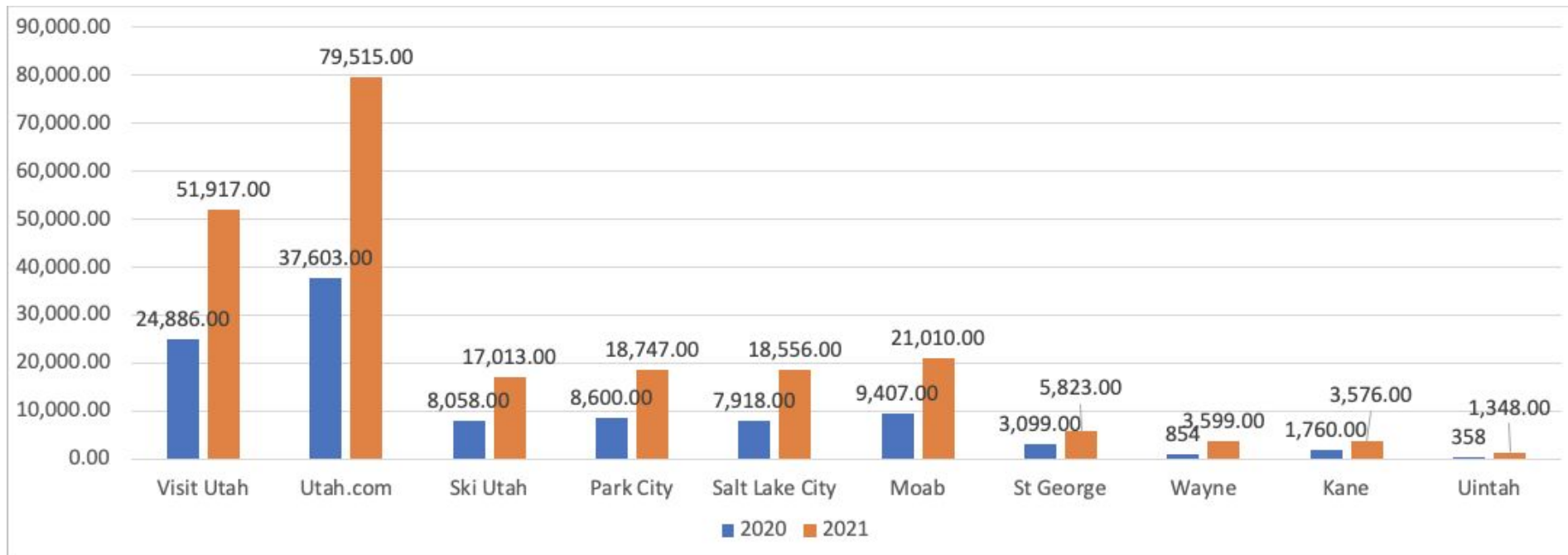
Rank	Markets	% of Booking
1	Salt Lake City, UT, US	18.8
2	Los Angeles, CA, US	5.6
3	Denver, CO, US	5.6
4	New York, NY, US	5.3
5	San Francisco Bay Area, CA, US	4.8
6	Washington, DC, US	2.7
7	Seattle-Tacoma, WA, US	2.6
8	Chicago, IL, US	2.6
9	Phoenix, AZ, US	2.6
10	Las Vegas, NV, US	2.5



# Digital Campaign Partner Performance

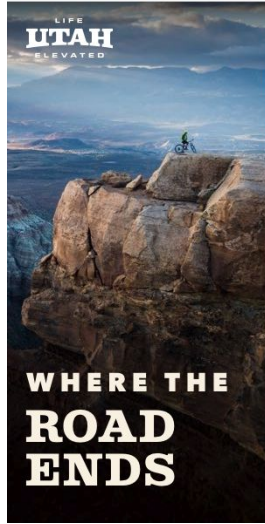


# Digital Campaign Partner Performance

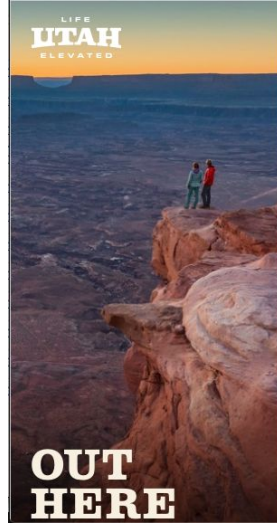


# "Between" Display Ads

Expedia, Trip Advisor, Distillery



Achiever



Explorer



Family



Traditional



# Renaissance Display Ads

Expedia, Trip Advisor, Distillery



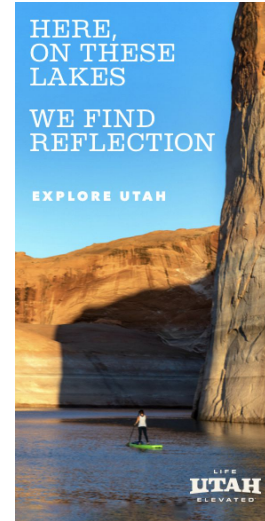
Balance



Grounded



Peace

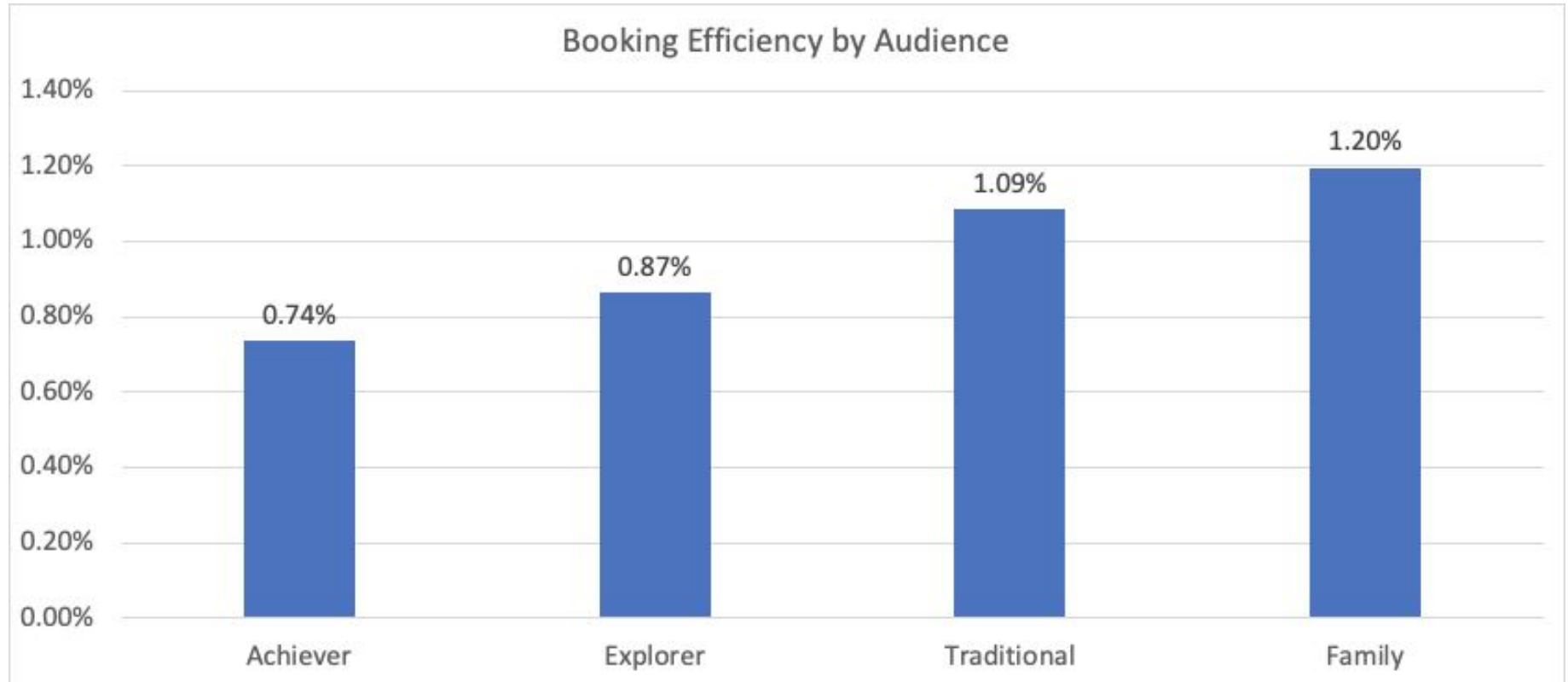


Reflection

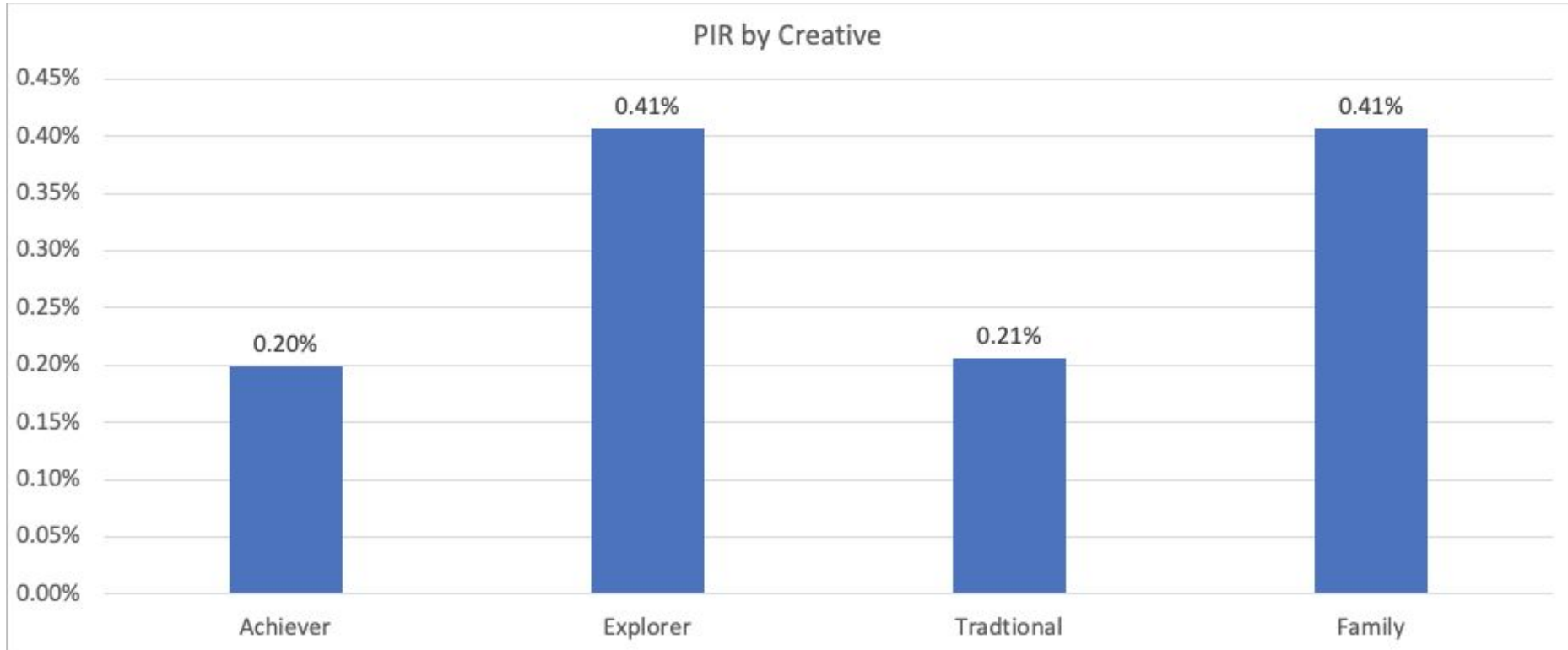


Rise

# Digital Campaign: Audience Segment Performance

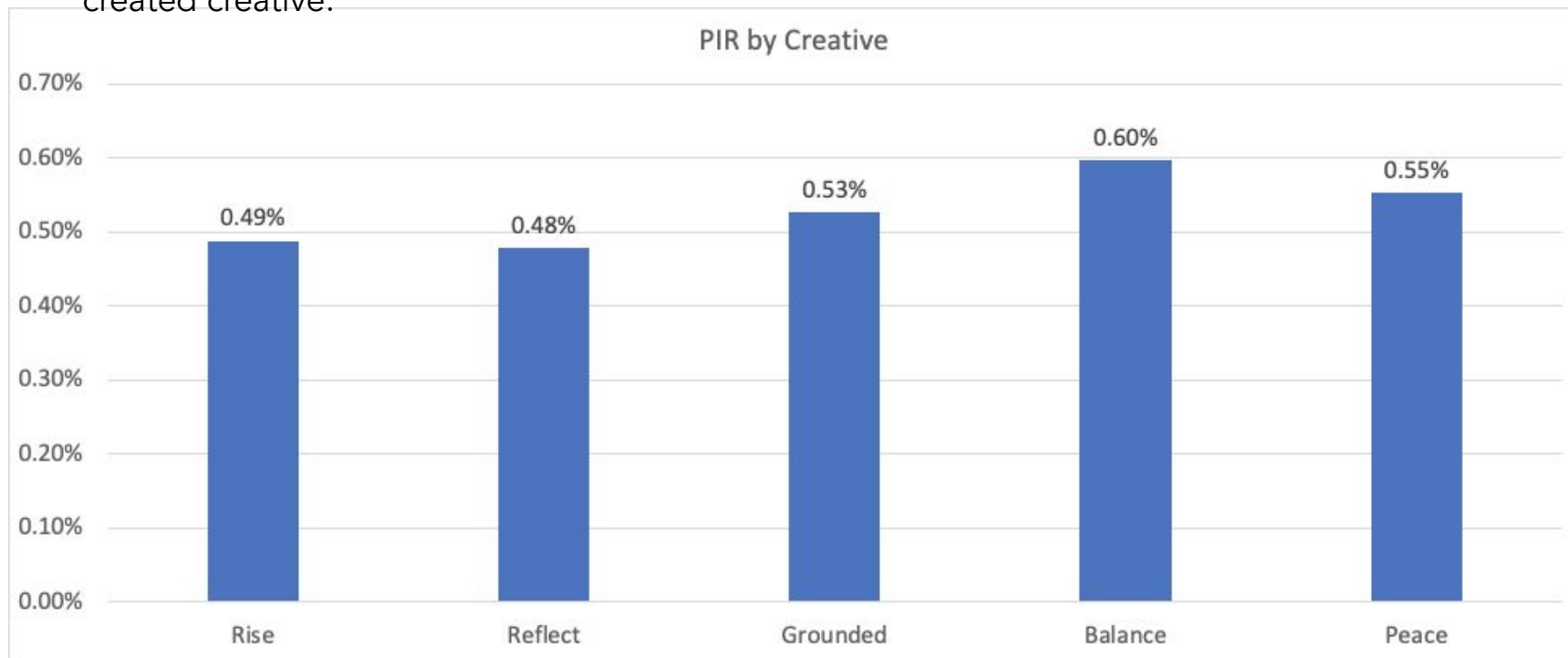


# Digital Campaign: Creative Performance



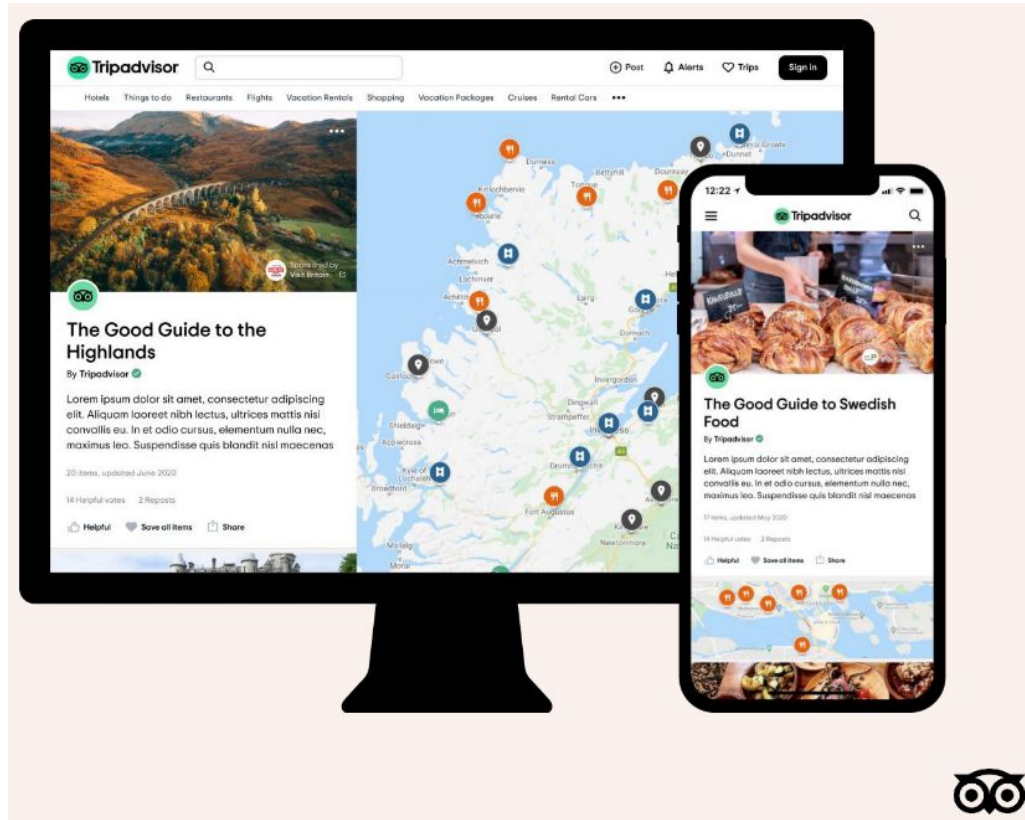
# Digital Campaign: Creative Performance Renaissance

- The Renaissance creative is performing 112% more efficiently than our Between audience created creative.



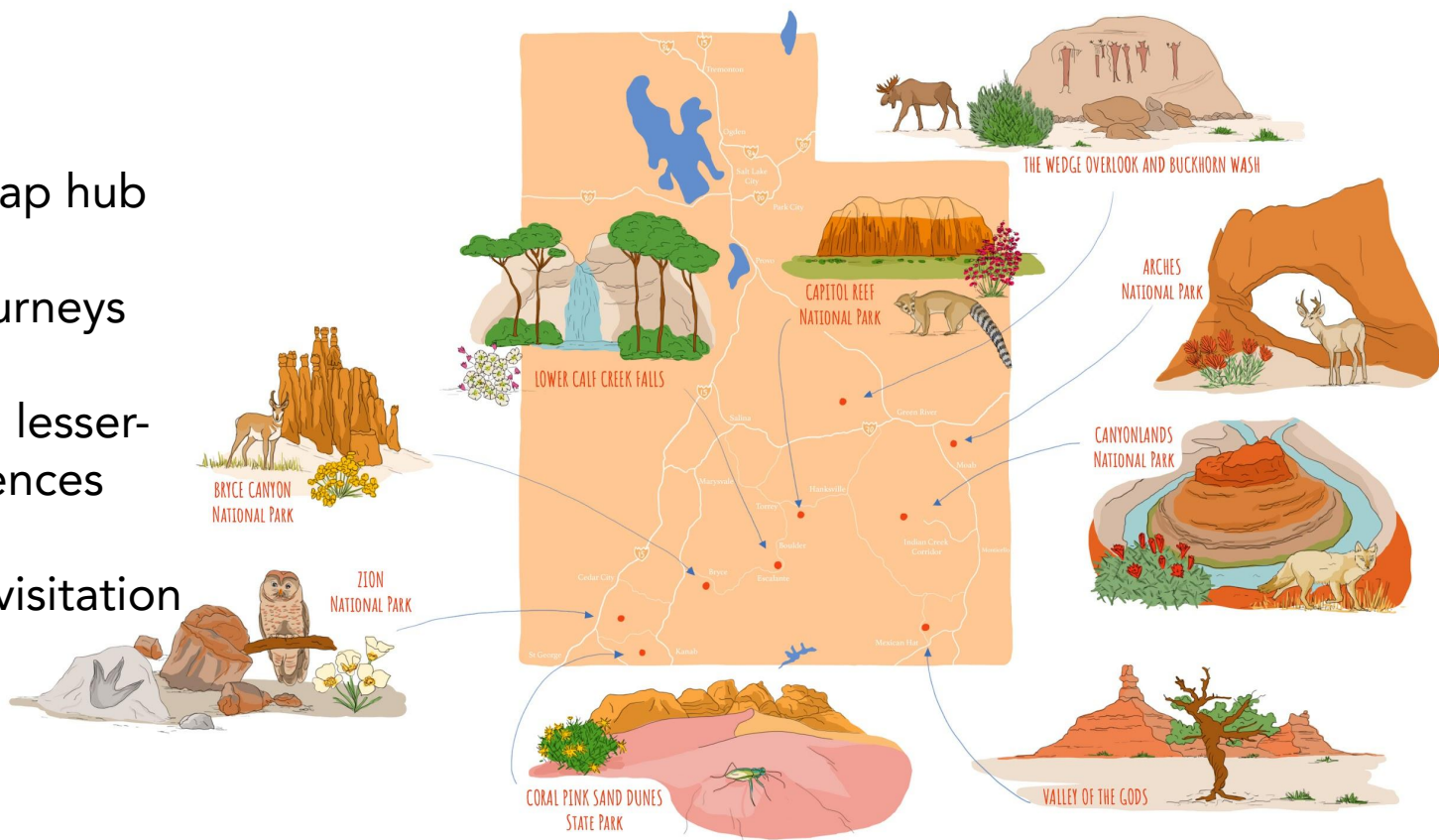
# TripAdvisor

- 4 Trip Guides:
  - Off the I-70: Unforgettable Scenery
  - Traverse Utah's GSE Region
  - The Other Zion
  - Explorer's Guide to S. Utah
- Red Emerald POIs
- 100% SOV
- Tourism Sentiment Brand Study



# AFAR

- Interactive map hub
- 4 regional journeys
- Off-peak and lesser-know experiences
- Responsible visitation





# Outside Online

## Custom Interactive Forever Mighty Experience

- Dark Skies
- Ancient Times, Today
- Deep Travel
- Inclusive, Accessible and Soul-Awakening
- Adventure to Give

